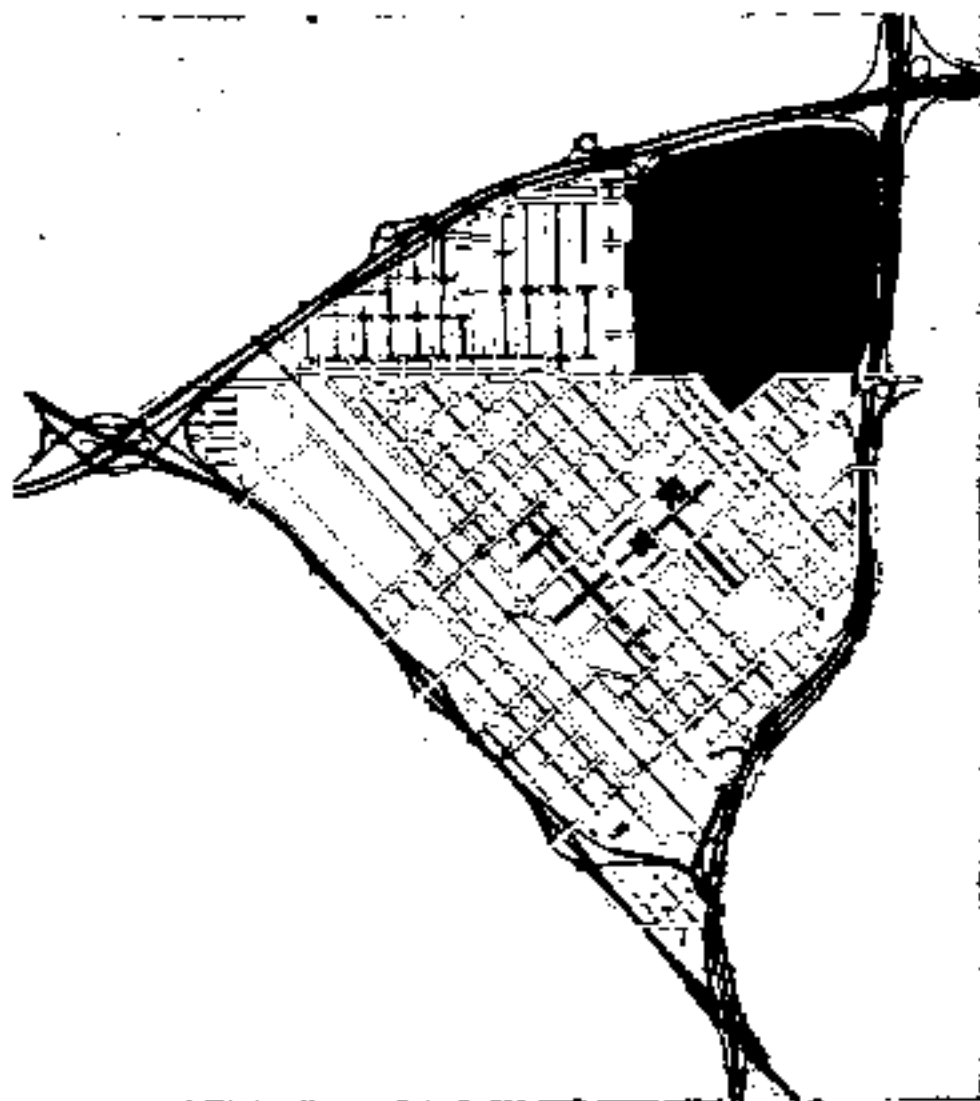


COMMUNITY REDEVELOPMENT PLAN

DECEMBER 18, 1984



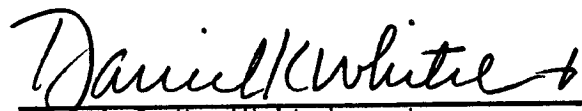
JEFFERSON AREA REDEVELOPMENT PLAN



HOUSING and COMMUNITY
DEVELOPMENT DEPARTMENT
Redevelopment Division

JEFFERSON COMMUNITY REDEVELOPMENT PLAN

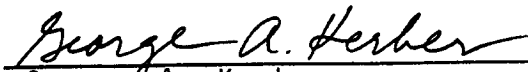
adopted December 18, 1984



Daniel K. Whitehurst
Mayor



Robert M. Christofferson
City Manager



George A. Kerber
Director, Development Department

BILL NO. B-202

INTRODUCED BY COUNCILMEMBER Kimber

ORDINANCE NO. 84-182

AN ORDINANCE OF THE CITY OF FRESNO, CALIFORNIA
ADOPTING THE COMMUNITY REDEVELOPMENT PLAN FOR
THE JEFFERSON AREA.

WHEREAS, a Redevelopment Plan has been completed for the Jefferson Community Redevelopment Plan Area, which is generally bounded by Freeway 180, Freeway 41, Divisadero Street, Fresno Street, "R" Street, Divisadero Street, and the Abby/Effie Alley, except for the block bounded by Grant and McKenzie Avenue which extends west to Abby Street as contained in the Attached Exhibit "A"; and

WHEREAS, the Council of the City of Fresno has established policies for the revitalization of Fresno's Central Area of which the subject area is a part; and

WHEREAS, the Redevelopment Agency of the City of Fresno desires that a redevelopment project be initiated within the Jefferson Area.

NOW, THEREFORE, the Council of the City of Fresno does ordain as follows:

SECTION 1. The purposes and intent of the Council with respect to the Jefferson Community Redevelopment Plan and the project area are to promote the elimination of blight, reverse the trend of economic stagnation, ensure the realization of the project area's potential for residential, commercial, professional, and medical office growth, and to achieve the following objectives:

- (a) Mitigate, to the fullest possible extent, existing environmental deficiencies.
- (b) Protect existing and attract new investments in the plan area identifying the residential, commercial, professional, and medical office land use potentials of the area and encouraging their development in accordance with the plans and policies of the City of Fresno.

PASSED 12/18/84
EFFECTIVE 1/18/85

- (c) Provide a coordinated and harmonious land use pattern which will attract development and increase the relationship of the project area with other major activities of the Central Area.
- (d) Provide for the rehabilitation of older residential structures within the plan area.
- (e) Enhance the visual image of the plan area, providing an environment with a positive image.
- (f) Provide for the preservation and enhancement of historic structures and places as identified or may be identified.
- (g) Encourage the active and continuous participation of planning area residents in the formulation, refinement, and implementation of this plan, in order to ensure that the plan proposals included herein are directly beneficial to the people who live and work within the plan area.

SECTION 2. The Council does hereby approve and adopt the Community Redevelopment Plan for the Jefferson Area annexed hereto as Exhibit "A" as modified by Council on December 18, 1984 and by this reference made a part of this ordinance per redevelopers request for adjustments to land use, zoning, street closure and acquisition plan for the Target Area (Attachment 1).

SECTION 3. The Council does hereby designate the Plan incorporated in Section 2 of this ordinance as the official redevelopment plan of the project area.

SECTION 4. The Council finds and determines that:

- (1) The project area is blighted area, the redevelopment of which is necessary to effectuate the public purposes declared in this part;
- (2) The community redevelopment plan would redevelop the area in conformity with this part and in the interest of the public peace, health, safety, and welfare;
- (3) The adoption and carrying out of the redevelopment plan is economically sound and feasible;
- (4) The redevelopment plan conforms to the general plan of the community.

- (5) The carrying out of the redevelopment plan would promote the public peace, health, safety, and welfare of the community and would effectuate the purposes and policy of this part;
- (6) The condemnation of real property, as provided for in the redevelopment plan, is necessary to the execution of the redevelopment plan and adequate provisions have been made for the payment for property to be acquired as provided by law;
- (7) The Agency has a feasible method or plan for the relocation of persons, families, and businesses displaced from the project area, if the redevelopment plan may result in the temporary or permanent displacement of any occupants from residences or businesses in the project area;
- (8) There are or are being provided in the project area or in other areas not generally less desirable in regard to public utilities and public and commercial facilities and at rents or prices within the financial means of the families and persons displaced from the project area, decent, safe, and sanitary dwellings equal in number to the number of and available to such displaced families and persons and reasonably accessible to the places of employment;
- (9) Inclusion of any lands, buildings, or improvements which are not detrimental to the public health, safety, or welfare is necessary for the effective redevelopment of the area of which they are a part; that any such area included is necessary for effective redevelopment and is not included for the purpose of obtaining the allocation of tax increment revenues from such area pursuant to Section 33670 without other substantial justification for its inclusion;

(10) The elimination of blight and the redevelopment of the project area could not be reasonably expected to be accomplished by private enterprise acting alone without the aid and assistance of the Agency.

SECTION 5. The council of the City of Fresno is satisfied that permanent housing facilities are available for occupants displaced through the implementation of the redevelopment project and that adequate temporary housing facilities are also available in the community; and.

SECTION 6. The Council of the City of Fresno is convinced that, in the implementation of the redevelopment plan, the effect of tax increment financing will not cause a severe financial burden or detriment on any taxing agency deriving revenues from a tax increment project area; and.

SECTION 7. The Council of the City of Fresno finds that the Final Environmental Impact Report No. 10087, certified by Council Resolution No. 84-505, as the controlling environmental document for the project and constitutes full and complete compliance with the California Environmental Quality Act; and.

SECTION 8. The Council of the City of Fresno finds that the report and recommendations of the Planning Commission contained in Resolution No. 8431 constitutes the report required by Section 65402 of the California Government Code; and.

SECTION 9. On December 18, 1984, the Redevelopment Agency of the City of Fresno and the Council of the City of Fresno held a duly noticed, joint public hearing to consider the Community Redevelopment Plan for the Jefferson Area and all evidence and testimony relating to said plan.

SECTION 10. This ordinance shall become effective and in full force and effect at 12:01 a.m. on the thirty-first day after its passage.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF FRESNO) ss.
CITY OF FRESNO)

I, JACQUELINE L. RYLE, CMC, City Clerk of the City of Fresno, County of Fresno, State of California, do hereby certify that the foregoing Ordinance No. 84-182 was adopted by the Council of the City of Fresno, California, on the 18th day of December, 1984.

JACQUELINE L. RYLE, CMC
City Clerk

By *Smith Chancy Asst*
Deputy

GS/pc
1140/0031

Attachments: Exhibit "A" - Jefferson Redevelopment Area Report
Attachment 1 - Plan Modification within the Target Area

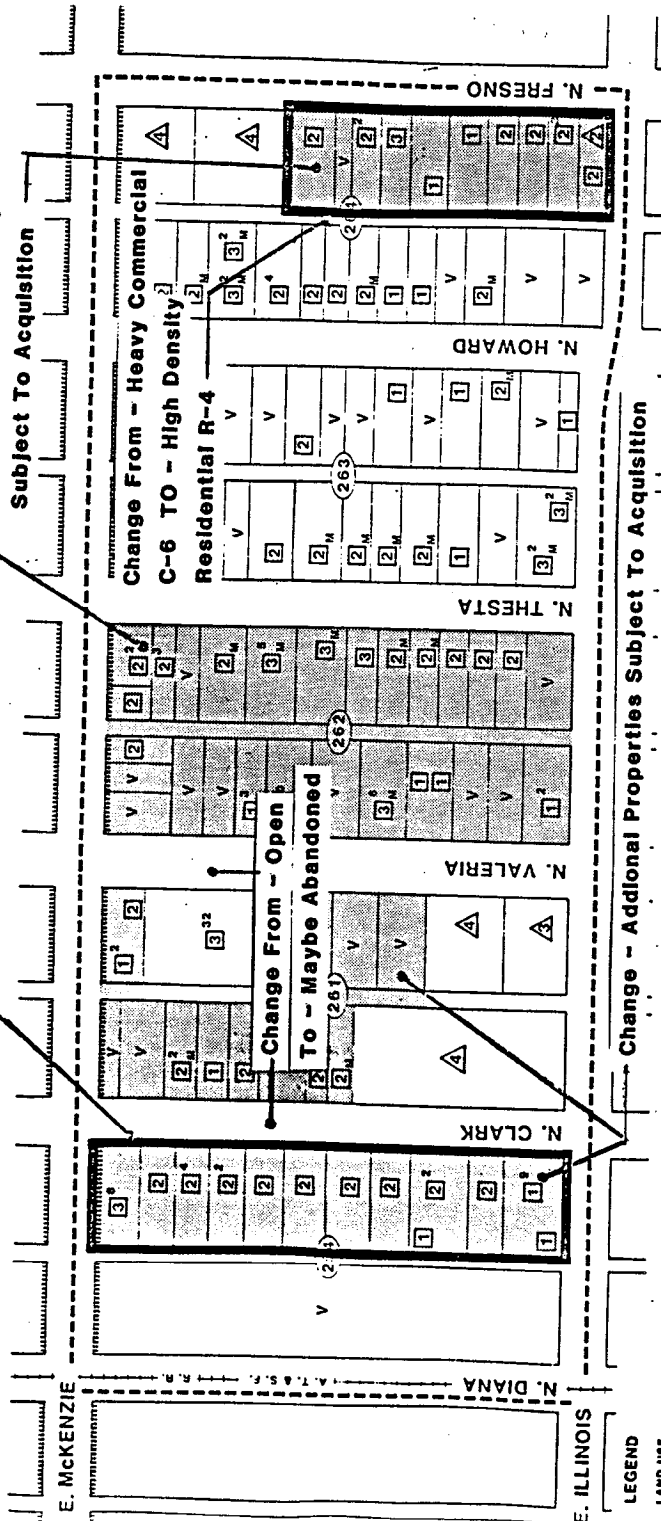
APPROVED AS TO FORM

CITY ATTORNEY

By: *FWB*
Assistant

Change From - Infill/Rehabilitation
To - High Density Residential

Change - Additional Properties
Subject To Acquisition



LEGEND
LAND USE

- 2nd or better units
- Residential Structure
- Potential for new moves
- △ Commercial Structure
- V Vacant Land

STRUCTURAL QUALITY (Estimated)

- 1 Demolition (Potential)
- 2 Major Rehabilitation
- 3 Minor Rehabilitation
- 4 Standard Structure

- Potential Widening / Special Landscaping
- Target Area Boundary

Change - Additional Properties Subject To Acquisition

JEFFERSON AREA
Community Redevelopment Plan



10/84

PLAN MODIFICATION
WITHIN THE TARGET AREA

ATTACHMENT "I"

TARGET AREA

CITY OF FRESNO, CALIFORNIA

CITY COUNCIL

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	Dale Doig, Mayor Pro Tempore	
Karen Humphrey	Chris Petersen	Ted C. Wills
Les Kimber	Joe Williams	

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William Civiello	Nora Laikam
Henry Garcia	Janice Schmidt
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Ben McAlpine, Vice-Chairman

Benita Garcia	William Rittore	Carmen Vuitonet
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PROJECT AREA COMMITTEE

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Blanche Milhahn, Vice-Chairperson
Helen Prince, Secretary

Meher Chekerdeman	Harlan Koch
LeRoy Combs	Margaret Overton
Ramiro Estalilla, Jr.	Walter Vosganian

CITY MANAGER'S OFFICE

Robert M. Christofferson, City Manager
Samuel S. McMurry, Assistant City Manager

DEVELOPMENT DEPARTMENT

George A. Kerber, Director
Al Solis, Assistant Director
Dr. Stan Rys, Deputy Director, Planning Division

PLANNING DIVISION STAFF

Jo Ann Brindeiro, Steno/Secretary	Glenn R. Snyder, Principal Planner
Don Neal, Planning Illustrator II	Pauline Taylor, Typist Clerk III
	Richard Yee, Planner III

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1.0 INTRODUCTION

1.1 Summary of Redevelopment Planning Process

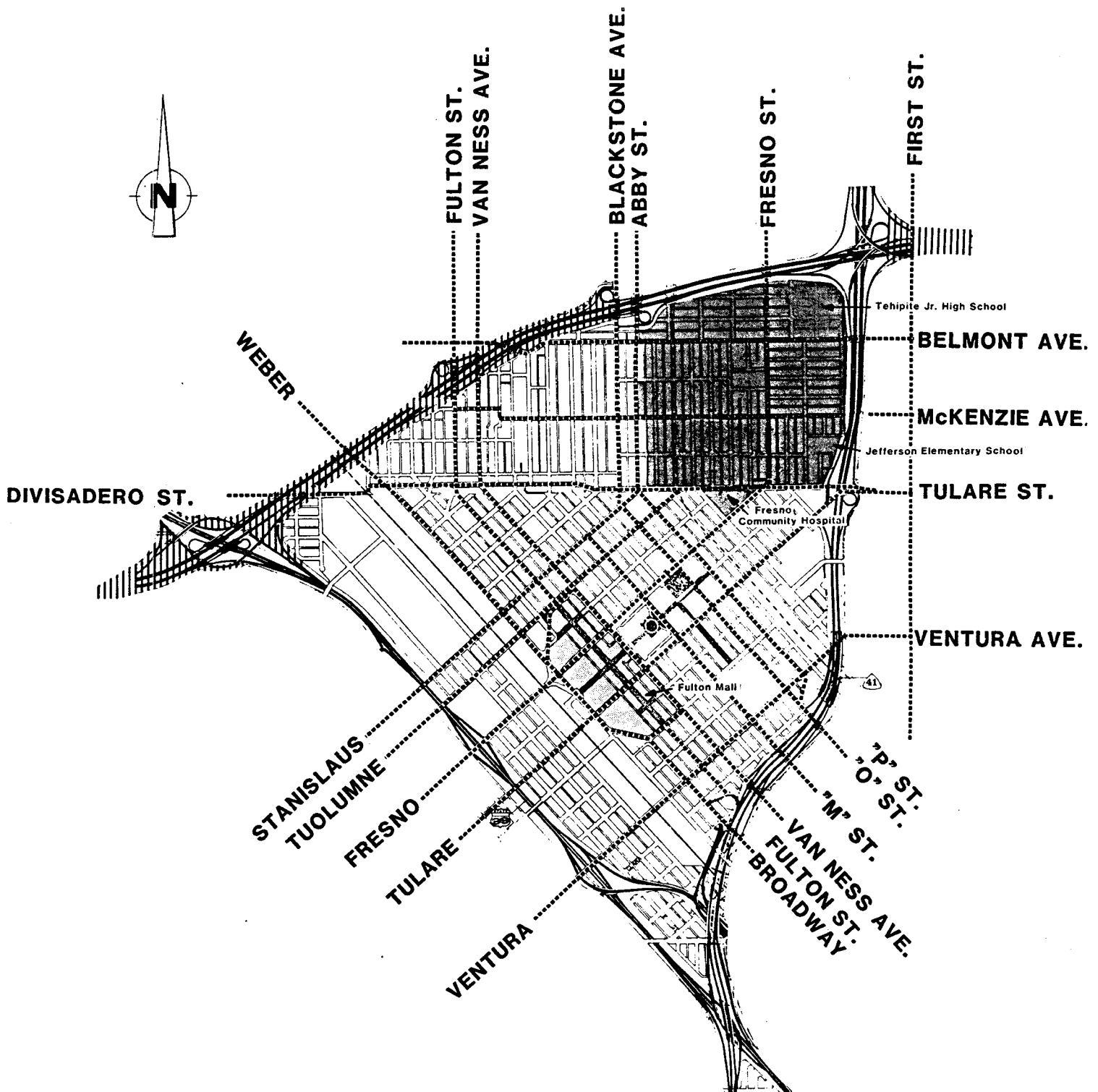
The Jefferson Redevelopment Area is generally composed of a residential area in the northern portion of the Central Area of the City of Fresno (see Jefferson Plan Area Map, Exhibit 1). The Redevelopment Project Area is generally bounded by: Freeway 180 on the north; the Freeway 41 on the east; East Divisadero, Fresno, "R", and Divisadero Streets on the south; the alley between North Effie Street and North Abby Street on the west, except for the block bounded by East Grant Avenue and East McKenzie Avenue which extends west to North Abby Street. A legal description of the project area is in the Appendix of this Plan.


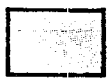

This area has been a source of growing concern for the City of Fresno because of its age and the various physical and social conditions. Ever increasing structural and infrastructural deterioration, and influx of transient, lower-income families, the presence of many citizens on fixed incomes, the fear of crime, and the signs of generally increasing social instability have drawn the City's attention and stimulated consideration of remedial action.

In formulating a strategy for improving the conditions in the Jefferson Redevelopment Area, the City hired the consultant team of Keyser-Marston Associates; E.M. Schaffran and Company; and Rockrise, Odermatt, Mountjoy Associates, to prepare a Central Area Housing Study (CAHS) in 1977. This study provided an overall analysis and a housing strategy for the Fresno Central Area.

The City Council, on October 9, 1979, adopted Resolution No. 79-436, designating the Lowell "C"/Jefferson Area (now referred to as the Jefferson Redevelopment Area) as a Redevelopment Survey Area for study purposes. This is the first step in a series, required by California State Redevelopment Law, in the formulation of a community redevelopment plan and project area. The Planning Commission on February 5 and August 6, 1980, and April 18, 1984, designated the boundaries of the project area.

The Planning Commission made the finding of blight in accordance with Sections 33031 and 33032 of the California Health and Safety Code.



-  **Jefferson Area**
-  **Central Business District**
-  **Freeway R.O.W.
Construction Not Completed**

JEFFERSON PLAN AREA

The finding of blight was based upon: physical conditions within the project area; severe deterioration of residential units; deteriorated commercial structures; the presence of vacant and disused parcels of land; unplanned and inappropriate mixture of residential and commercial land uses; the presence of lots which are too small to achieve the residential densities called for in the Fresno General Plan; and inadequate public facilities and public improvements (i.e. utilities, flood control facilities, missing curbs, gutters, and sidewalks, oil dirt or dirt paving, etc.).

A Preliminary Plan was prepared with input of a Project Area Committee (PAC) for the Jefferson Area. This advisory body of citizens was appointed by the City Council to work with staff making recommendations in the redevelopment planning process.

A Project Area Committee (PAC) has been meeting for a four-year period in the formulation of recommendations for the Jefferson Redevelopment Area. Numerous informational meetings were held by PAC during this period to seek neighborhood input as well as providing information to area residents concerning the planning process. The PAC made an extensive effort to consider and include all comments received from area residents in their recommendations for the Preliminary Plan which was completed and approved by PAC.

The Preliminary Plan identifies the boundaries of the project area, states the Plan's conformance to the City's General Plan, summarizes the Plan's major recommendations, and describes its potential impact upon the project area and adjacent areas. The Preliminary Plan was received and approved by the Redevelopment Agency on May 15, 1984. The Agency directed that the Plan be the basis for the preparation of a Community Redevelopment Plan for Jefferson upon the recommendation of the Planning Commission. Both the PAC and the Agency approved (target area) land use plan--Alternative A-2 which is shown in the CRP, or Land Use Plan (Target Area), Exhibit No. 9.

The Community Redevelopment Plan (CRP) contains a detailed description of Plan recommendations, impacts, and assurances for implementation of the Plan as the basis for the formal public hearing process leading to adoption of a final CRP by the City Council/Redevelopment Agency.

The CRP is a specific plan which contains: detailed land use; zoning; circulation recommendations; recommended implementation steps--including proposed acquisition, rehabilitation, and public improvements. The CRP and area has its own source of revenue generation, tax increment financing, to aid in implementation of the plan.

1.2 Summary of the Plan Area--Existing Conditions

The Jefferson Redevelopment Area is comprised of a single area of approximately 300 acres located to the southwest of the junction of Freeways 41 and 180 (refer to Plan Area, Exhibit 2). The area presently contains a mixture of: single family residential; multi-family residential; commercial/retail; office/professional; institutional; parking; and recreational open space uses. The area contains approximately 22 acres of scattered vacant parcels of land, (see Existing Land Uses, Exhibit 3). The current population of the area is about 3,200. It is estimated that the population has slightly declined, about 4%, during the past ten years.

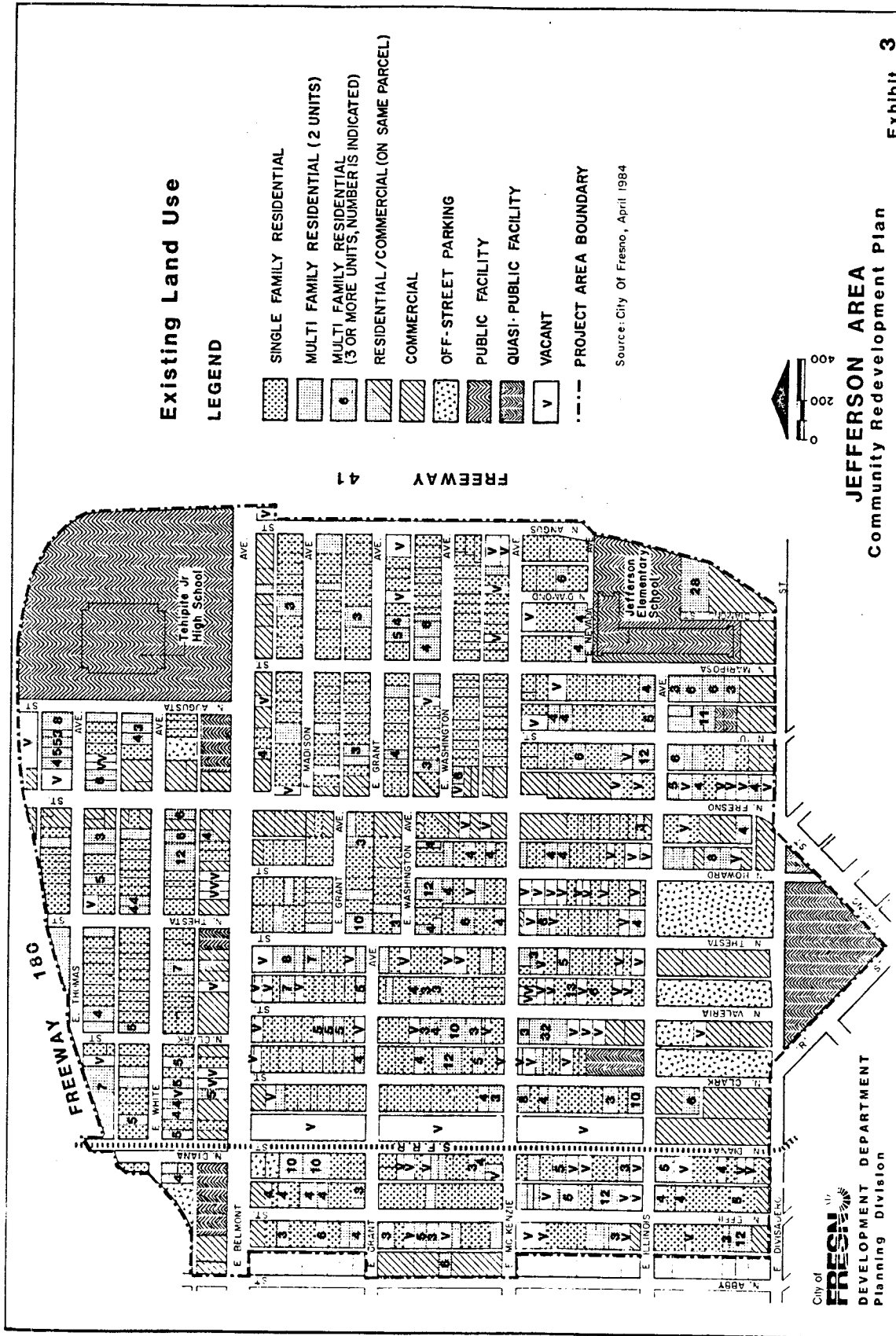
Existing zone districts within the project area are: residential zone districts ranging from R-1 to R-4. Generally, the R-1 and R-2 zones are located north of Belmont Avenue, the R-2 and R-3 zones are located between McKenzie and Belmont Avenues, and the R-4 zone is located south of McKenzie Avenue. Spot zoning occurs throughout the area. A heavy commercial zone district, C-6, is found along both sides of Fresno Belmont Avenue and Divisadero Street. An administrative and professional office zone district, C-P, is located generally along the north side of Divisadero Street, across from the main complex of the Fresno Community Hospital (refer to Existing Zoning, Exhibit 4).

Access to the project area is available by existing public roads with primary access afforded by major arterials: Divisadero Street; Belmont Avenue; North Fresno Street; and Blackstone Avenue/Abby Street couplet. Access to the proposed project area on secondary streets has been reduced by the construction and location of Freeway 180 and 41 which form the northerly and easterly boundaries.

A street conditions study in the project area reveals that the arterial streets are in good condition while all other streets and alleys are in need of improvements/repairs. Many areas within the project also require curbs, gutters, and sidewalks. Over 65% of the alleys are in need of repair/paving.

An additional form of traffic in the area is the Santa Fe Railroad mainline which is located within the right-of-way in Diana Street. The existence of this rail traffic, both freight and Amtrak passenger service, is a source of noise in this predominantly residential area. The presence of the rails in the street constitutes a continuing hazard to vehicular traffic, particularly during wet weather.







Existing Zoning

Jefferson Redevelopment Area

City of
FRESNO
 DEVELOPMENT DEPARTMENT
 Planning Division

LEGEND

- | | |
|--|--------------------------|
| R-1 Single Family Residential | C-6 Heavy Commercial |
| R-2-A Low Density Multiple Family Residential, One Story | P Off-Street Parking |
| R-2 Low Density Multiple Family Residential | --- Project Area Boundar |
| R-3 Medium Density Multiple Family Residential | |
| R-4 High Density Multiple Family Residential | |
| C-P Administrative And Professional Office | |
| C-5 General Commercial | |

Exhibit 4

The existing underground storm drainage system is incomplete as well as inadequate and does not have the capacity/facilities to handle runoff, water ponding, and eventually sheet flows into/down the streets. A portion of the area bounded by Clark Street, Belmont Avenue, Fresno Street, and Highway 180 is presently located in the latest HUD Flood Insurance Administration/Flood Hazard Area.

Proportionally, the number of commercial structures in the proposed project area is very low compared to the total number of residential structures. The commercial buildings typically are sporadic in occurrence which tend to make them highly visible. The majority of commercial structures in the Jefferson Redevelopment Area are very poorly maintained; many are vacant shells; many have code deficiencies; and almost all have inefficient or inadequate parking areas, poor aesthetics (particularly signing), and little or no landscaping.

The Fresno Street area appears to have the most serious deterioration problems of all five major thoroughfares within the study area. A visual survey found many vacant or abandoned buildings, residential structures being used as business establishments, unpaved parking lots and other vacant or unused parcels. When compared with other streets in the study area, Belmont Avenue has the largest number of vacant lots. Uses on Divisadero Street are dominated by the Fresno Community Hospital and its parking needs. Divisadero Street appears to be one of the most stable areas in that it has fewer vacant lots, less deterioration and more economically viable businesses, particularly auto sales and service uses. In fact, the only evidence of thriving commerce is just outside the southwest corner of the proposed project area between Abby Street and Blackstone Avenue near Divisadero Street.

The City of Fresno is similar to many other urban areas in that its older urban residential and commercial areas have been left by middle- and upper-income families in favor of newer, cleaner, quieter, and less dense neighborhoods in the suburbs. As a result, the less desirable older urban properties have declined in relative value and have been purchased by lower income families and by absentee owners. The result of this socio-economic shift is that neighborhoods comprised of older housing and commercial buildings are occupied by the socio-economic group who can least afford to maintain the aging plumbing, wiring, and heating systems contained in such structures or the aging structures themselves. In time, the maintenance of property with these structures becomes totally beyond the means of the occupants. Blight becomes the inevitable result.

The situation in the Jefferson Redevelopment Area is a classic example of the scenario briefly described above. While the housing in the area has declined to the point where 2% of the residential units are standard and 14% of the units warrant demolition, the population of the area has declined. Between 1970 and 1980 the population of the area declined by 145 persons or about 4%. Within this context, one also finds a high proportion of renters (61%) and relatively few owner-occupants (39%). This proportion signals the constant transition of the residents in this neighborhood.

The transitional nature of the area's residents is further evidenced by school enrollments. Tehipite Intermediate School has a current enrollment of approximately 705 students (53% Spanish surname, 30% White, 12% Southeast Asians, and 5% Black), and a student turnover rate of about 35% for the first quarter of the current school year.

Jefferson Elementary School has an enrollment of about 1,050 students (70% Spanish surname, 5% White, 15% Southeast Asian, and 10% Black), and a student turnover rate of about 20% for the first quarter of the current school year.

The high mobility of the "residents" of the Jefferson Redevelopment Area is a contributing factor to the conditions of blight. People who are "passing through" do not invest in the community and they tend to cost more in services, such as special and remedial education, welfare, health care, and law enforcement, while remaining less able to contribute toward the cost of those services.

The socio-economic conditions described above are further supported in a comparative study of socio-economic indicators in the Fresno High-Roeding Community Plan (FHRCP). The Jefferson Redevelopment Area is mainly composed of Census Tract 5 in the Community Plan. In general, the study indicates that Tract 5, when compared to other tracts in the Fresno High-Roeding Area, achieved consistently low ranking in terms of overall socio-economic, and health categories. Tracts ranking lower than Tract 5 are already undergoing improvement.

As the FHRCP indicates, suburban flight has caused a breakdown in the economic structure, with a high incidence of below poverty level families and unemployment. In the FHRCP, these indicators were included under the category of economic development and job placement in which Tract 5 ranked fourth from the bottom. As a result, the commercial establishments located in the area cannot depend on the residents of the area to support commercial activity and the City receives a disproportionately low level of property tax and sales tax revenue from the area's commercial establishments.

The quality of the housing structures, the rate of housing gain, and the owner occupancy rate for the area, included under the Housing category of the FHRCP, reveal that there were only three other tracts where the cumulative total of these factors was lower than that for Tract 5. The deteriorated condition of the structures in Tract 5 is evidence of the financial inability of the residents to contribute to the upkeep required for minimal maintenance.

The level of school enrollment and educational completion, as indications of the stability of an area, reflects the fact that the proposed redevelopment area has one of the lowest levels of education and training in the entire FHRCP area. Furthermore, the transitory and unstable nature of the area is reflected in the FHRCP data, with the proposed redevelopment area again exhibiting one of the three lowest ratings in the area of social welfare. This category, which includes such factors as the level of AFDC payments, the illegitimate birth rate, the number of juveniles on active probation, and the level of police activity in the area, indicates a very high degree of dependency on the community for benefits and services.

These socio-economic conditions, although located in a discrete area of the city, tend to impact the economic health of the entire community. As local investment in either the residential or commercial sectors is reduced or eliminated, sales and property tax revenues which would normally flow to the City for providing public improvement or needed services are reduced. Ironically, as these revenues decline, the need for public improvements and the services required to reverse the downward economic trend increases and the task of improving the area by eradicating blight becomes more difficult.

2.0 SUMMARY OF MAJOR PLAN PROPOSALS AND REVITALIZATION ACTIONS

2.1 Statement of Goals and Objectives

The specific purposes of this plan are: to promote the elimination of blight; reverse the trend of economic stagnation; and ensure the realization of the project area's potential for residential, professional office, and commercial growth. Toward that end, this Plan is designed and oriented to achieve the following objectives:

- Mitigate, to the fullest extent possible, the existing environmental problems.
- Stabilize the existing residential neighborhoods, encouraging their rehabilitation and return to a healthy and safe residential area.
- Attract new housing investments in the infilling of the residential neighborhoods.
- Protect existing and attract new investments in the area identifying the commercial and professional office land use potentials of the area and encourage their development in accordance with the plans and policies of the City of Fresno.
- Enhance the visual image of the area, providing an environment with a positive image.
- Provide for the preservation and enhancement of historic structures as identified.
- Encourage the active and continuous participation of area residents in the formulation, refinement and implementation of this Plan. Thereby ensuring that the plan proposals included herein are directly beneficial to the people who live and work within the area.

2.2 Summary of Revitalization Actions

The major recommendations of the Redevelopment Plan include the following:

- Residential rehabilitation of the older housing structures.

- Residential infill on the numerous vacant parcels within the area.
- New multiple-family residential dwelling units within an identified target area (providing new in-town residential housing opportunities within the central area).
- A new neighborhood shopping center to serve this area as well as the residential areas to the west.
- New open space/recreation/park area.
- A potential relocation site for historic structures.
- New residential/professional office opportunities along Fresno Street.
- Development of infrastructure improvements (public improvements).
- Improvement of McKenzie Avenue as a Parkway Boulevard.

In order to carry out the goals and objectives of this Plan, the following revitalization activities will be undertaken, pursuant to the Community Redevelopment Law of the State of California's Health and Safety Code and other applicable statutes:

- a. Acquisition of real property, as identified in the Acquisition Plan, including improved or unimproved land, structures, improvements, easements, incorporeal hereditaments, estates, and other rights in land, legal or equitable.
- b. Provision of relocation assistance to residents, nonprofit organizations, and business concerns displaced as a result of the Acquisition Plan.
- c. Demolition, removal, and rehabilitation of building sites (including house moving, where structures can be "saved" and rehabilitated).
- d. Installation, construction, or reconstruction of streets, utilities, and other improvements necessary for the carrying out the renewal objectives of state law in accordance with this Plan.
- e. Disposition of properties acquired in the project area including sale, initial leasing, or retention by the Agency itself, for reuse in accordance with this Plan.

- f. Rehabilitation of structures and improvements, redevelopment and/or development of new vacant land (as determined by the Agency) by present owners or their successors in interest for uses in accordance with this Plan, if the respective owners agree to participate.

3.0 CONFORMANCE TO ADOPTED PLANS AND POLICIES

The following is an overview of the concepts and recommendations from the City's adopted land use plans which identify long-term public policy for the project area.

3.1 Conformance to the 1984 Fresno Area General Plan/Fresno High-Roeding Community Plan

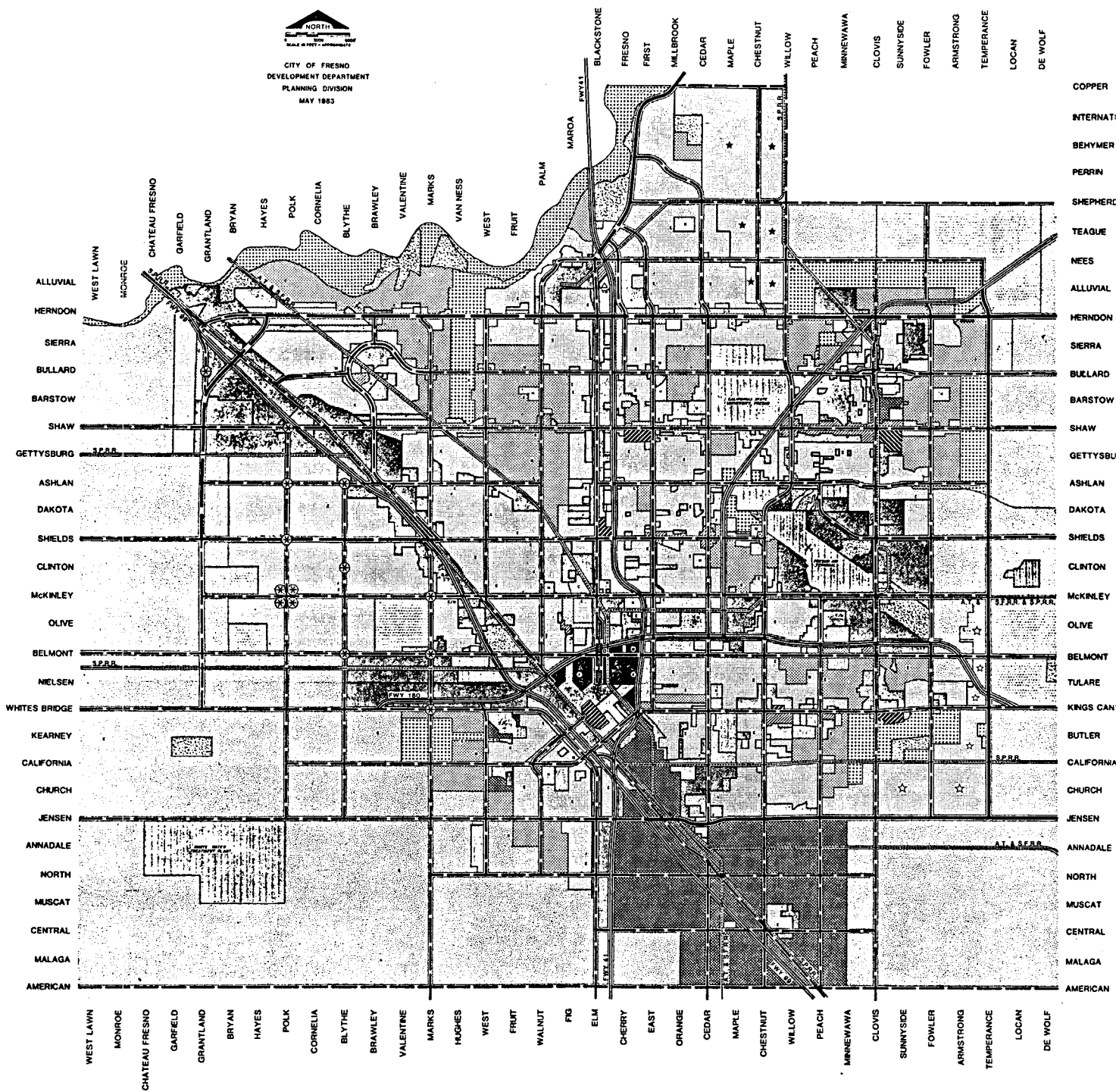
The project area is within the boundaries of the Fresno High-Roeding Community plan adopted in 1978 (Exhibit 6). This plan, in anticipation of preparation and adoption of the more detailed Central Area plan (consisting of area bounded by Freeway 41, Freeway 99, and the proposed alignment and existing segment of Freeway 180), did not address land use issues in the Central Area specifically. The proposed Jefferson Redevelopment Area is located within the Central Area, and the Jefferson Redevelopment Plan is a component plan of the Central Area plan, currently under preparation, and involves planning considerations, policies, and implementation strategies at the level of specificity appropriate to revitalization of the Central Area.

In consideration of the aforementioned and the imminent adoption of the 1984 General Plan (Exhibit 5) and intended concurrent amendment of each community plan, the draft Jefferson Redevelopment Plan is in conformity to the General Plan of the community as requested by the Public Health and Safety Code of the State of California (Article 5, Section 33367).

1983 FRESNO GENERAL PLAN



CITY OF FRESNO
DEVELOPMENT DEPARTMENT
PLANNING DIVISION
MAY 1983



LEGEND

RESIDENTIAL

- RURAL DENSITY
- LOW DENSITY
- MEDIUM-LOW DENSITY
- MEDIUM DENSITY
- MEDIUM-HIGH DENSITY
- HIGH DENSITY

COMMERCIAL

- OFFICE
- NEIGHBORHOOD
- COMMUNITY
- GENERAL HEAVY STRIP
- REGIONAL

ACTIVITY CENTERS (20 ACRES)

5 ACRES - COMMERCIAL / 5 ACRES - OFFICE /
10 ACRES - MEDIUM-HIGH DENSITY RESIDENTIAL

PUBLIC FACILITIES

- ELEMENTARY SCHOOL (PUBLIC & PAROCHIAL)
- FRESHMAN SCHOOL
- MIDDLE SCHOOL
- JUNIOR HIGH SCHOOL
- HIGH SCHOOL
- COLLEGE
- UNIVERSITY
- OTHER PUBLIC FACILITIES

INDUSTRIAL

- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- INDUSTRIAL RESERVE AREA

OPEN SPACE

- AGRICULTURAL
- RECREATION / OPEN SPACE
- MULTI-USE OPEN SPACE

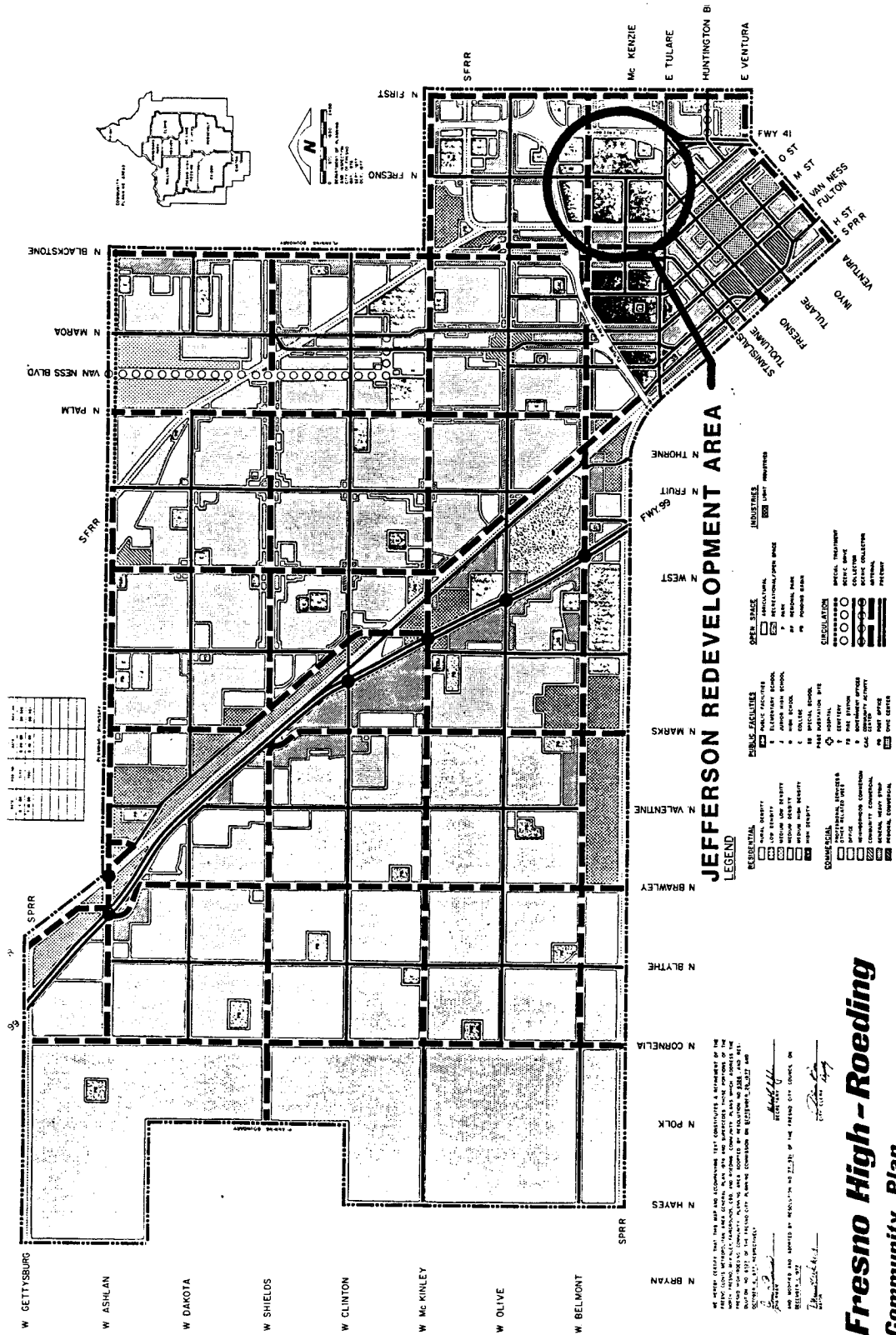
CIRCULATION

- FREEWAY
- EXPRESSWAY
- SUPER ARTERIAL
- ARTERIAL
- RAILROAD

AIRPORT

REQUIRES FINANCIAL FEASIBILITY STUDY

DEVELOPMENT ENTITLEMENTS GRANTED ONLY FOLLOWING
RESOLUTION OF WATER QUALITY ISSUES COORDINATED
BY THE PUBLIC WORKS DEPT.



4.0 DESCRIPTION OF REDEVELOPMENT PLAN

4.1 Redevelopment Plan Concepts

The Jefferson Redevelopment Area possesses certain potential to again become a stabilized residential area within the Central Area of Fresno. The area with its close proximity to the downtown business center provides opportunities for new housing as well as rehabilitation of existing housing structures.

Provisions are made for expansion of medical facilities and related professional offices, new housing opportunities, residential infill, and rehabilitation of residential structures.

A site for a neighborhood commercial center is identified to serve the Jefferson Redevelopment Area and the adjacent Lowell "A" and "B" areas to the west. New open space/recreational areas are proposed adjacent to Diana Street within the project area. McKenzie Avenue is proposed to be a landscaped parkway to enhance the visual quality and livability of this neighborhood and the areas to the west.

4.2 Protection of Existing Developments

The designation and formulation of the Jefferson Redevelopment Area is not only an effort to stabilize the neighborhood and promote new construction, but is also an effort to protect existing developments within the area. Implementation of the Jefferson Community Redevelopment Plan will stabilize the neighborhood and influence the area's outward migrations through a comprehensive rehabilitation program and specific development of the "target area" which will be a catalyst for future developments. Renewal construction activities in the area will ensure future growth and protection of existing developments.

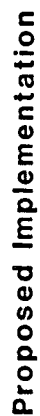
4.3 Target Area Recommendations

Although the Jefferson Redevelopment Area is comprised of approximately 300 acres, a five-block area of 22 acres bounded by McKenzie, Fresno, Illinois and Diana Streets has been designated as the "Target Area". Within this area, a concentration of specific activities is planned and will serve as a model and catalyst for new multiple family residential development (see Target Area, Exhibit 7). Redevelopment





activities will concentrate on a five-block area which is bounded by Diana, McKenzie, Fresno, and Illinois Streets (see Proposed Implementation, Exhibit 8).

The redevelopment concept for the "Target Area" is to provide land for new high density multiple family residential development. One multi-family structure on Valeria will be conserved and rehabilitated, if feasible. (see Land Use Plan, Exhibit 9). To accomplish the objectives of these concepts, the following actions will be necessary within the Target Area.

1. Acquire 97 parcels, of which 30 parcels (31%) are vacant, and 15 parcels (15%) which have 17 potential demolition quality residential structures on them.
2. Relocate the individuals and families from the 134 dwelling units within the 76 residential structures on the parcels to be acquired. Also, relocate the small grocery store and barber shop.
3. Of the 76 residential structures to be acquired, 44 structures (58%) containing 98 dwelling units are movable and can be "saved" and rehabilitated at a new location. The remaining structures, those structures which are not capable of being moved, and the 16 (21%) potential demolition condition structures are to be demolished on site.
4. There are 5 parcels with 4 professional offices and a day care center which are in a standard structural condition. There is one multi-family structure, a major rehabilitation structure on Valeria Street. These structures are proposed for rehabilitation (as required/necessary) and owner participation. These structures are located along Fresno, Valeria, and Clark Streets.
5. The McKay residence located at the northwest corner of Clark and Illinois Streets is severely deteriorated and is proposed for acquisition. However, due to its historic significance, special efforts will be made to encourage the relocation and rehabilitation of the structure. A detailed historic rehabilitation study will need to be undertaken to determine full costs and economic feasibility of both the moving of the structure and its rehabilitation.
6. Acquire the vacant railroad right-of-way property and develop it into a 75,000 sq. ft. (1.7 Ac.) park/open space area along Diana Street.



LEGEND

-  IMPLEMENTATION AREA
 POTENTIAL WIDENING / SPECIAL LANDSCAPING
 TARGET AREA BOUNDARY
 PROJECT AREA BOUNDARY

E. MCKENZIE

N. DIANA

E. ILLINOIS

LEGEND

LAND USE

- New Multi Family Residential Development
- Rehabilitation - Residential
- Infill (House Move In Site)
- Park / Open Space
- Residential Structure
- Commercial Structure
- Vacant Land
- Potential Widening / Special Landscaping

2 NO OF DWELLING UNITS

- Residential Structure
- Potential for Being Moved

STRUCTURAL QUALITY (Estimated)

- Demolition (Potential)
- Major Rehabilitation
- Minor Rehabilitation
- Standard Structure

--- Target Area Boundary

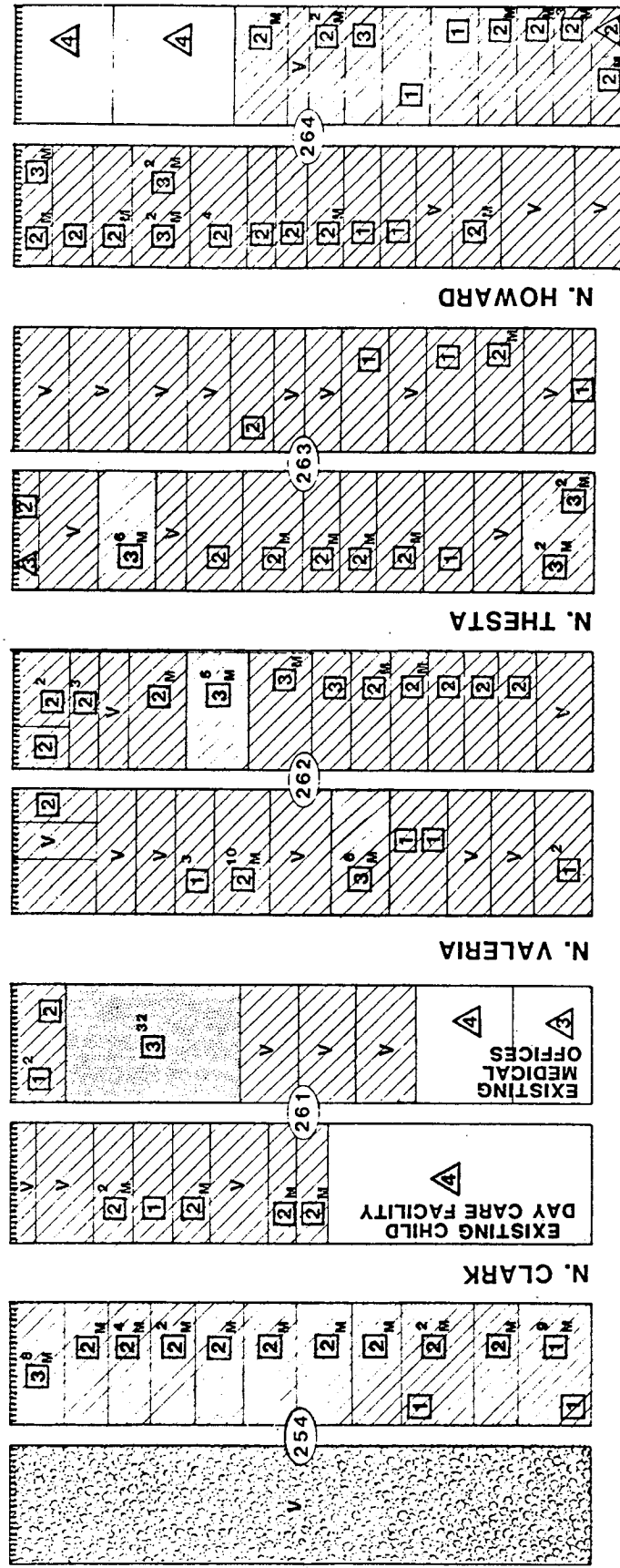
JEFFERSON AREA
Community Redevelopment Plan



4/82 100 50 0 100

LAND USE PLAN

Exhibit No. 9



7. Determine the extent of environmental problems generated by the Santa Fe Railroad and mitigate these problems where feasible along Diana Street.

The Jefferson Redevelopment Area short and long term concepts are:

The plan will generate new in-town residential housing and a revitalized neighborhood with new densities of land utilization all in accord with the 1984 General Plan. These efforts and actions will increase the residential population within the project area.

These strong positive steps toward area improvement will cause major short-term impact on the project area with start of construction of new multi-family housing and the start of residential rehabilitation efforts.

- Will provide new modern high quality housing.
- Provides for removal of blight and blighting influences, and will stop the spread of blight within the project area.
- Will cause a positive change in the image of the Jefferson Redevelopment Area.
- Will initiate private sector investment/reinvestment incentives within the project area as well as in the adjacent areas to the west.
- Returns vacant land to a productive use.
- Provides for better potentials of quality design within the neighborhood.
- Will cause a strong positive impact on real estate values.
- New construction of sufficient magnitude to be economically feasible will provide higher tax revenues as well as a higher return on investments to the developer, property owner, and the City and County of Fresno.
- Expected duration of improvement investment values for new construction is expected to be 30-50 years as opposed to a extended life of 20-30 years for rehabilitated residential structures.

4.4 New Housing Area

Presently the planning area offers an excellent opportunity for new residential construction due to the number of existing vacant parcels and the creation of new housing sites within the target area. The assembly of parcels within the target area will provide an opportunity for a larger scale residential development such as condominiums, garden apartments, townhouses, and/or planned unit developments. The opportunity also exists for smaller unique residential developments outside of the target area. There is a high potential for infill developments on the many vacant parcels which presently exists in the project area.

4.5 Infill and Rehabilitation Areas

The Land Use Plan presently identifies twenty-five potential sites for infill and rehabilitation in the project area (see Land Use Plan, Exhibit 10). Although many of the structures are in a "bad state of repair," many can be revitalized and their economic life extended via rehabilitation. It is the intention of the Plan to identify these potential structures and encourage rehabilitation of the structures where economically feasible. Another purpose of the identification process is to provide suitable sites for infill activities in the project area. These potential sites have been determined to be adequate for infill purposes. The infilling of these vacant or blighted parcels will reestablish the residential quality of the area and encourage the maintenance of a better residential environment. All infill (via relocation of structures or house moves) and rehabilitation activities in the area will be coordinated through and subject to the conditions and requirements of the applicable regulations of the City of Fresno.

4.6 Open Space/Recreation/Park Uses

An important component of any major neighborhood redevelopment effort is the availability of open space, recreational facilities, and park space, especially where such facilities are few and their service area is traumatically impacted by freeway barriers. New facilities and/or open space not only boost the City's image, but most importantly are a much needed amenity for urban residents.

As noted in the Assessment of Conditions Report dated December 1979, there are few open space/recreational/park facilities/school playgrounds available to residents in the project area. Moreover, all open space and recreational facilities in the project area are underdeveloped and poorly planned as documented in the Fresno Central Area Housing Study, March 1977.

As a result of these existing conditions and the opinions offered in the Fresno Central Area Housing Study, demands for additional recreational opportunities exist. Open space/recreation/park space has been proposed as a land use within the project area. The location of the proposed areas are in the blocks east of and paralleling the Santa Fe Railroad right-of-way between Divisadero Street and north of Belmont Avenue to the Freeway 180 alignment (this open space/recreation/park space is identified on Land Use Plan, Exhibit 10). This location will also serve as a buffer area between the railroad and vehicles and residential areas. In addition, the placement of open space and properly planned landscaping along streets will provide visual access for police patrols, thereby enhancing security.

Most importantly, the open space areas may function as neighborhood parks if developed, i.e., with tennis courts, playgrounds, etc., for active use and grassy "park-like" areas for passive uses. The layout of the open space areas will provide an area for walking or jogging separated from heavily traveled streets. Residents may also walk through the "park" on the way to and from work. The availability of active and passive open space/recreation areas in the area will serve as an inducement to attract new residents and provide a much needed amenity for existing residents.

4.7 Professional Office and Commercial Development

Pursuant to the City's adopted land use policies the Professional Office and Commercial land use designations as proposed herein are designed to encourage the development of planned office complexes, a unified neighborhood shopping center, and other related uses which will assist in the reduction of scattered, freestanding office and strip commercial uses as the process of public and private redevelopment occurs (see Zoning Plan, Exhibit 11). Further, it is the intention of the plan to minimize the amount of heavy, strip commercial uses along major streets and encourage their concentration in selected locations to ameliorate the overall adverse impact of such development.

4.8 Streets and Circulation System

Circulation patterns in the Jefferson Redevelopment Area have been proposed for modification in the Land Use Plan only within the target area, and only then to provide maximum flexibility. These modifications are illustrated on the Land Use Plan, Exhibit 10.

Zoning Plan

LEGEND

- O OPEN CONSERVATION
- R-2 LOW DENSITY MULTIPLE FAMILY RESIDENTIAL
- R2A LOW DENSITY MULTIPLE FAMILY RESIDENTIAL ONE STORY
- R-3 MEDIUM DENSITY MULTIPLE FAMILY RESIDENTIAL
- R-4 HIGH DENSITY MULTIPLE FAMILY RESIDENTIAL
- R-P RESIDENTIAL and PROFESSIONAL OFFICE
- C-P ADMINISTRATIVE and PROFESSIONAL OFFICE
- C-1 NEIGHBORHOOD SHOPPING CENTER
- C-6 HEAVY COMMERCIAL
- P OFF-STREET PARKING
- PROJECT AREA BOUNDARY



JEFFERSON AREA Community Redevelopment Plan

Exhibit 11

The existing major traffic carriers that traverse the project area include East Belmont Avenue, East Divisadero Street, Fresno Street, and Abby Street. These streets remain unchanged with the exception of Fresno Street which is undergoing widening along the easterly side as shown on the excerpt from the Circulation Element from the 1984 General Plan, Exhibit 12.

The Land Use proposal utilizes McKenzie Avenue as the major east/west "collector" transportation corridor to serve not only the Jefferson Redevelopment Area, but the Lowell "A" and "B" neighborhoods to the west. As such, East McKenzie Avenue is shown for widening and/or special landscape treatment befitting its proposed new status as a "parkway" (see Land Use Plan, Exhibit 10).

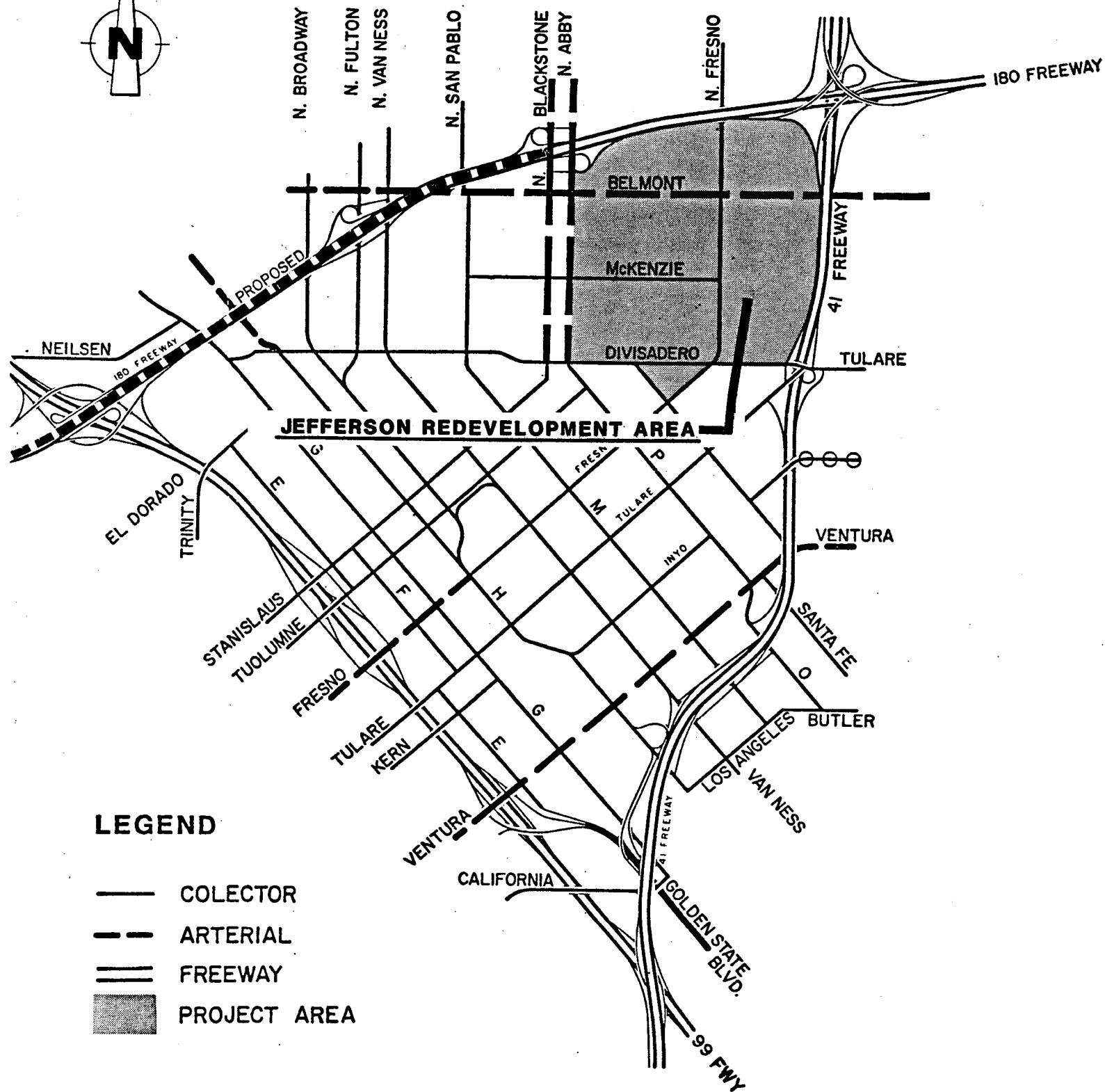
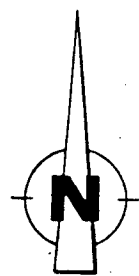
4.9 Land Acquisition

The implementation of the Jefferson Community Redevelopment Plan concepts for the target area is dependent upon land assembly, redevelopment, and rehabilitation activities. In order to assure new development in the area, the Redevelopment Agency of the City of Fresno may acquire by purchase, eminent domain, or otherwise, the real property contained in the target area designated as "Subject to Acquisition" on the Tentative Acquisition Plan, Exhibit 13.

All other properties in the area, the use of which would conform to the Jefferson Community Redevelopment Plan, have been designated as properties which "may not be acquired subject to owner participation". Where the structures on the properties are economically feasible to rehabilitate and the proposed reuse conforms to the final plan, it is anticipated that these properties will be rehabilitated as necessary to be in conformance with the Property Rehabilitation Standards consistent with the objectives of the Plan.

CIRCULATION ELEMENT

(Fresno-Clovis Metropolitan Area General Plan)



LEGEND

- COLECTOR
- - - ARTERIAL
- == FREEWAY
- PROJECT AREA



DEVELOPMENT DEPARTMENT
Planning Division



5.0 PROPOSED LAND USE AND CIRCULATION

5.1 General Statement of Proposed Land Use and Circulation

Planning for future growth of the project area requires not only recognition of existing land use, structures, and circulation patterns, but also recognition of the fact that redevelopment of the area will take place over a long period of time. The Land Use Plan (Exhibit 10), while maintaining adequate controls for the orderly growth of the area, needs to be flexible enough to allow for different concepts, depending upon available funding and market forces. In addition, the Land Use Plan needs to be sensitive to a number of constraints which are inherent to the Jefferson Redevelopment Area.

The Land Use plan for the Jefferson Area recognizes the limitations created by such inherent constraints as unplanned land uses, mixture of multiple and single structures, and high percentage of renters versus owner-occupants. Planning for the area has maintained a positive approach by recommending, in the Land Use Plan, uses which can be compatible with the existing environment; and more specifically, the target area where the combined uses can become a catalyst for the project area. However, the limitation of many constraints are not always reversible and unfortunately these will become unherent characteristics of the Jefferson Redevelopment area.

Of particular significance among these various constraints are that only Fresno Street, Belmont Avenue, and Divisadero Street cross the adjacent freeways; that the Santa Fe Railroad right-of-way will probably exist throughout the life of the redevelopment project; that there is one larger and newer multi-family residential structure within the target area, which, if it is to remain, must have access to the circulation system; that there are some quality office and professional buildings existing in the area between Divisadero and Illinois Streets; that there is a need to minimize displacement of low and moderate income persons as a result of redevelopment activities; and that a need to minimize costs to the Redevelopment Agency exists.

While there are constraints, the Jefferson Redevelopment Area has a number of qualities which make revitalization of the area highly desirable. The area exhibits environmental amenities such as quiet streets, established vegetation, and street trees. The proximity of the area to downtown shopping and employment centers ensures good integration with the larger community.

5.1.1 Residential Uses

Residential land uses in the Jefferson Redevelopment Area are designated to range from high density in the area bounded by Abby Street, Freeway 180, North Fresno Street, and Illinois Avenue, to that of low and medium densities in the areas east of North Fresno Street and north of McKenzie Avenue (see Land Use Plan, Exhibit 10, and Zoning Plan, Exhibit 11).

A target area is identified within the area designated for high density residential uses west of Fresno Street and addressed by the proposed redevelopment efforts. It is contemplated that new townhouse and condominium developments of minimum densities of eighteen to twenty four (18-24) dwelling units/acre or even more are possible depending upon marketing conditions and economics. Such development is designed to capitalize upon an open space/recreation/park concept and the proposed neighborhood commercial center. The target area has excellent access to north/south and east/west transportation routes, existing neighborhood commercial and ancillary commercial zones, and is within walking distance of the office/professional land use areas, particularly those associated with/related to the Community Hospital Complex.

The areas for low and medium densities are located east of North Fresno Street and are characterized by predominately single-family homes. Rehabilitation and infill development are contemplated for this area.

Beyond the low, medium, and high density residential uses noted above, the Land Use Plan calls for residential in-fill/rehabilitation activities in the project area. Areas designated for rehabilitation are generally to be restored to better, safer, and healthier living conditions. These residential rehabilitation areas have been identified, based upon the overall condition of the structures in the areas, such that it is economically feasible to repair rather than replace these generally sound dwelling units (see Land Use Plan, Exhibit 10).

Some residential structures located in areas designated for rehabilitation/infill housing may not, because of their severely deteriorated condition, be "good" candidates for repair/rehabilitation activities. In those areas, it is anticipated that severely dilapidated structures would be replaced by small clusters of medium to high density residential developments which would

incrementally increase the residential densities. Such "infill" of new residential units is expected to occur on a lot-by-lot basis as local conditions and economic feasibility permit.

5.1.2 Commercial Uses

Commercial uses have been designated for those areas which will be assured of an adequate service area and accessible to foot traffic as well as vehicular traffic to support commercial development. A three-acre parcel on McKenzie Avenue between Abby and Diana Streets has been identified as a site for a neighborhood commercial convenience center (refer to the Land Use Plan, Exhibit 10). The location of this site at Abby Street will be centrally located within a market area for such a convenience center. This commercial center in addition to serving the Jefferson area will also serve the adjacent areas west of Blackstone Avenue within Lowell "A" and "B".

Selection of the site at McKenzie Avenue and Abby Street for a convenience center would also be compatible with the uses already existing along Abby Street, particularly between Abby Street and Blackstone Avenue. In addition, the site is located across from the proposed open space/recreation/park area and together these uses will serve as a focal point within the project area.

5.1.3 Office/Professional Uses

Four areas in the Land Use Plan have been designated for office/professional uses. The first of these areas is an east/west band of blocks between Illinois and Divisadero Streets (see Land Use Plan, Exhibit 10). This area is already characterized by numerous office and professional uses related to the Community Hospital which lies just across Divisadero Street. It is anticipated that the Community Hospital will exert a continued influence on the need for professional medical office space in its immediate vicinity. In addition, it is anticipated that the development of new high quality and high density residential units north of Illinois Street may attract additional office uses which may be unrelated to the Community Hospital, but which will be supportive of the new residential uses.

The second area designated for office/professional uses is located along the east side of Fresno Street between McKenzie Avenue and Divisadero Street (See Land Use Plan, Exhibit 10). It is expected that this area will be developed with a mixture of high density residential and professional/office uses.

The third area is located at the southwest corner of Fresno Street and McKenzie Avenue which is presently developed with professional offices.

The fourth area is on the northerly side of Illinois Street between Clark and Valeria Streets where professional offices exist.

5.1.4 Streets and Circulation

There is a potential for the adjustment/abandonment of streets in the project area and revision of the circulation pattern within the target area to accommodate new large scale developments. Such development will be reviewed by both City staff and the Project Area Committee (PAC).

5.2 Historic Structures

The development concepts designed for the target area provide for new construction as well as residential infill, along with rehabilitation of structures. A sensitivity to residential structures of historical and architectural significance has been maintained.

Data from the Historical Survey (prepared by the City of Fresno, 1978) lists five structures of local historic significance within the project area. The sixth structure identified in the Preliminary Plan has been moved from the project area. One structure is located within the southwest portion of the target area. None of these five structures are eligible for the National Register of Historic Places.

Historic Structures (Exhibit 14), identifies the location of these five structures. The Shipp, Anderson, and McKay residences are structures all located on the westerly side of North Clark Street. The Hewitt residence is on the west side of the railroad right-of-way (Diana Street) and is in close proximity to the three structures along North Clark Street. The remaining structure, the Gerlitz residence, is located in the southeasterly portion of the project area on the west side of North "U" Street, north of Divisadero Street.

Dependent upon the resources of the City of Fresno, all of these historically significant structures except the McKay residence are proposed to be rehabilitated in place. If it becomes necessary to move any of these structures to an area more accommodating to the concept of preserving local history, this may be done within the project area. A potential relocation site for any of these structures is the Effie/Diana block, north of Illinois Avenue (see Historic Structures, Exhibit 14). The combination of adjacent open space/recreation/park area and a local historic area would enhance the attractiveness of the total area. The City/Agency may also consider moving any of these structures to sites outside the project area.

6.0 PROPERTY DEVELOPMENT STANDARDS

6.1 Applicability of the Zoning Ordinance

Unless otherwise modified by the provisions herein, the property development standards of the applicable zone districts as contained in Chapter 12 of the Fresno Municipal Code shall apply to the development and/or redevelopment of all properties and structures within the Jefferson Redevelopment Area.

6.2 Special Property Development Standards

In order to maintain a comprehensive environmentally sensitive project which will accommodate both old and new developments, protect existing investments and ensure compliance with the concepts and recommendations developed for the project area, all development and/or redevelopment of properties and structures within the Jefferson Redevelopment Area shall be subject to the provisions of this section.

Further, the object of this section is to serve as a guide in the development of a comprehensive land use pattern which will minimize use conflicts while specifically addressing problems associated with mixed land uses, improper zoning, and neighborhood identity to ensure a balance between existing land uses and future development potentials of the Jefferson Area.

Upon the approval of the Director of the Development Department, acting on behalf of the Redevelopment Agency, relief from the required standards listed in Section 6.0 Property Development Standards may be granted if special circumstances, such as exceptional design quality, are found to exist.

The Director's finding shall be delivered to the applicant and any dispute shall be resolved via the appeal process to the Redevelopment Agency. Any appeal shall be submitted within 15 days following the date of the Director's finding. The appeal form shall include the appellant's interest in or relationship to the subject property, the decision or action being appealed, and the specific reasons why the appellant believes the decision or action being appealed should not be upheld. The burden of proof is with/on the appellant.

6.3 Residential and Nonresidential Developments

All residential and nonresidential improvements in the Jefferson Redevelopment Area shall be approved through the site plan review process by the Director of the Development Department. This ensures consistency with the objectives of this Plan and compliance with the Zoning Ordinance, City of Fresno.

Improvements shall be permitted on legal lots of record which conform to property development standards of the Fresno Zoning Ordinance or this section whichever is more restrictive.

Legal lots of record which do not conform to the minimum size requirements of this plan, may be considered for development through the provisions of the Fresno Zoning Ordinance which apply to nonconforming lots of record.

All residential and nonresidential development in the Jefferson Redevelopment Area over one (1) acre in size shall secure an approved Conditional Use Permit.

6.4 Single Family Residential Infill

Single family structures may be relocated to any residentially-zoned parcels within the project area. A single family dwelling may be placed on a existing lot of record with a minimum lot dimension of 40 feet by 100 feet, and, shall be subject to the Property Development Standards of Section 12-212.5 of the City Zoning Ordinance.

6.5 Infill/Rehabilitation Area

Infill and rehabilitation activities will be encouraged in specific areas within the project. Improvements shall be on legal lots of record which conform to lot dimension as specified in this section.

Legal lots of record which do not conform to minimum lot requirements shall be assembled to meet minimum lot dimensions for development purposes.

6.6 Relocation of Structures

In an effort to ensure the safety of the public and protection of neighborhood ammenities, all structures in the Jefferson Redevelopment Area to be relocated shall be approved through site plan review with the Director of the Development Department and be subject to the conditions and requirements of the Relocation Application and Survey requirements of the Inspection Division of the City of Fresno.

6.7 Multiple Family, Condominium, and Planned Unit Developemnts

The following standards shall apply to all new low, medium, and high density multiple family residential developments, whether apartments, condominiums, townhouses, or planned unit developments in the Jefferson Redevelopment Area:

A. Residential Lots

Minimum Size:

Low Density Multiple Family (single story)(R-2-A)
-not less than 6,000 square feet
Low Density Multiple Family (R-2)
-not less than 7,500 square feet
Medium Density Multiple Family (R-3-A/R-3)
-not less than 12,000 square feet
High Density Multiple Family (R-4)
-not less than 14,400 square feet

Minimum Dimensions:

Low Density Multiple Family (single story) (R-2-A)
-60 foot frontage, 100 foot depth
Low Density Multiple Family (R-2)
-75 foot frontage, 100 foot depth
Medium Density Multiple Family (R-3-A/R-3)
-100 foot frontage, 120 foot depth
High Density Multiple Family (R-4)
-120 foot frontage, 120 foot depth

Minimum Setbacks:

All densities,
Front yard
-20 foot
Side yard
-5 foot (one story), 10 foot (two stories),
-15 foot (three stories or higher)
Rear yard
-20 foot

B. Private and Common Open Space Areas

Private Open Space:

To protect the amenities and improve the quality of living environment in multiple family developments for the residents, the following private open space requirements shall be applicable to all multiple family developments within the Jefferson Redevelopment Area:

For ground floor dwelling units, not less than 150 square feet of directly accessible, usable private open space shall be provided for each unit.

For second story or higher dwelling units, a minimum of 50 square feet of private open space, in the form of balconies or decks, shall be provided.

Common Open Space:

To achieve quality multiple family developments and to ensure a homogeneous environment which provides ample common open space for active and leisure usage, the following requirement shall be applicable to only medium and high density multiple family developments within the project area:

For all developments in the medium and high density multiple family zone classifications, all additional area requirement of 200 square feet shall be required for each unit.

Credit for the required additional area shall be given for clubhouses and/or other recreational facilities and social buildings designed for the joint usage of all tenants of the development; credit shall not be allowed for required building setback, side yard, rear yard, and off-street parking areas.

C. Design Review and Approval Criteria

Site and Building Design:

The site shall be designed in a manner which promotes a quality design and compatible relationship with adjacent properties:

Exterior walls shall be designed to maintain a continuous architectural style or theme.

Mechanical and electrical equipment, including roof-top units, shall be screened and designed as an integral component of the structural design.

Landscaping:

Landscaped areas shall be planned as an integral part of the project and shall include an automatic sprinkler system.

A landscaping plan showing location, species, plant size, irrigation system, and layout shall be approved in advance of any permit issuance/installation by the Development Department, acting on behalf of the Redevelopment Agency.

Where feasible, all mature trees on the project site should be retained and incorporated in the landscape design. Any existing trees proposed for removal, shall be shown on the preliminary site plan showing the location, species, and trunk diameter. Drawings shall show the relationship of trees to property lines; existing physical improvements on the site; and be approved by the Director, acting on behalf of the Redevelopment Agency, prior to removal of any trees.

Traffic Circulation and Parking:

The internal traffic circulation systems shall be designed to minimize conflicts between transportation modes such as motor vehicular, bicycle and pedestrians. Off-street parking areas shall be landscaped and attractively screened from public rights-of-way and adjacent properties. Any lighting of parking areas shall be directed/screened inward to the areas and shall not be directed or reflect upon adjacent residential areas.

No off-street parking shall be permitted within a front yard setback, required side yards, or any required landscaped area.

6.8 Professional Office Developments

The following standards shall apply to all non-residential uses permitted in the Residential and Professional Office and the Administrative and Professional Office Zone Districts.

A. Design Review and Approval Criteria

Site and Building Design:

All proposed developments shall be subject to site plan review by the Director of the Development Department. All building sites and structures shall be designed to provide the most comprehensive environment possible in association with adjacent existing and potential future land uses.

Landscaping:

The landscaping provisions of Section 6.7C of this plan shall be applicable to all developments. All new developments shall maintain a minimum 10-foot wide landscaped setback across the entire frontage of the

parcel, except for points of egress/ingress. Specific sidewalk treatment and landscaping, as determined by the Director of the Development Department, shall be required for developments which cannot comply with the setback requirements due to unique development. Said development shall submit a variance application which must show among other things, the justification that makes this parcel/development unique and different from other similar parcelization/development.

Parking Lots:

In order to minimize the impacts of parking lots on adjacent properties, all parking lots shall be approved through site plan review and provide the following minimum landscaped set backs:

Front:	10 feet
Side:	5 feet
Rear:	5 feet

Treatment of Required Walls:

All required exterior block walls shall be constructed of decorative blocks or earth tone colored concrete blocks. The incorporation of exterior walls into landscape themes is encouraged.

B. Outdoor Advertising

All fascia signs shall be mounted flush against the structure and shall not exceed 10 square feet in area. Freestanding signs are restricted to monument signs only with a height limitation of 4 feet and a total sign area of 15 square feet (total of both sign faces if a double faced sign). All painted signing shall be approved in writing in advance of painting by the Director of the Development Department. Office developments over one acre in size may exceed the height and size limitations of this section subject to site plan approval by the Director of the Development Department.

6.9 Commercial Developments

The following standards shall apply specifically to the C-1 (Neighborhood Shopping Center) and C-6 (Heavy Commercial) zoned properties within the Jefferson Redevelopment Area.

A. "C-1" Neighborhood Shopping Center District

Uses Permitted:

1. Bakery goods, retail sales only.
2. Bakery, retail.
3. Banks and Savings and Loan Associations.
4. Barbershop.
5. Beauty shop.
6. Bicycle shop.
7. Bookstores.
8. Cafeterias.
9. Cleaning and dyeing shop (retail only--dry cleaning clothes in enclosed machines, using noninflammable cleaning cleaning compounds).
10. Clothing stores.
11. Confectionery.
12. Dairy products.
13. Delicatessen.
14. Drugstore.
15. Dry goods.
16. Florist shop.
17. Fruit and vegetable stores.
18. Gift shops.
19. Grocery stores.
20. Hardware stores.
21. Hobby shop (retail).
22. Ice Cream.
23. Jewelry stores.
24. Laundry and dry cleaning pick-up agencies for work to be done elsewhere.
25. Laundry, self-service.
26. Liquor products (packages).
27. Lunchrooms.
28. Meat markets.
29. Music and dance instruction.
30. Music stores.
31. Newspaper stands.
32. Offices:
 - a. Business
 - b. Medical
 - c. Professional
33. Photographic supplies.
34. Plant nurseries.
35. Radio and television sales and service.
36. Reducing salon.
37. Restaurants (serving wine or beer with meals only).
38. Shoe repair shops.
39. Shoe stores.
40. Signs, subject to the provisions of Section 12-217.5-K.
41. Soft drink fountains.
42. Sporting goods.

43. Stamp and coin broker.
44. Super drugstore.
45. Supermarket.
46. Temporary or permanent telephone booths.
47. Tobacco products.
48. Variety stores.

Uses Permitted Subject to Conditional Use Permit:

1. Any conversion of a residential building to a permitted nonresidential use involving any change in the exterior appearance of said building (subject to the provisions in Section 12-304 of the Fresno Zoning Ordinance).
2. Automobile service station, subject to the provisions of Section 12-306-N-32 of the Fresno Zoning Ordinance.
3. Electrical distribution substation.
4. Furniture store, having gross floor area of less than 15,000 square feet.
5. Ice and food products dispensing machines.
6. Public parking lot or structure, subject to the provisions of Sections 12-217.5 and 12-306-1 of the Fresno Zoning Ordinance.
7. Cocktail lounge in conjunction with and subordinate to a restaurant, subject to the provisions of Section 12-306-N-28 of the Fresno Zoning Ordinance.

B. "C-6" Heavy Commercial District

Uses Permitted:

1. Those uses listed as permitted in the "C-5" District, Section 12-221.1 of the Fresno Zoning Ordinance, which are similar in nature to the uses listed in this district.
2. Ambulances.
3. Animal hospitals (inside enclosed kennels only-no kennels outside or open to the sky).
4. Automobile parts sales (new).
5. Automobile rental and leasing, without drivers.
6. Automobile re-upholstery (enclosed in a structure).

7. Automobile sales with incidental repairs and service (any repairs and service shall be within a completely enclosed building), including the sale of trucks not to exceed three tons factory rating.
8. Beauty college, subject to the provisions of Section 12-306-1-2 of the Fresno Zoning Ordinance.
9. Boat sales.
10. Bowling alleys.
11. Business colleges.
12. Carnival - (Promotional Only)
13. Confectionery (with incidental manufacturing).
14. Diaper service.
15. Drive-in restaurant.
16. Electrical supply.
17. Equipment rental, except heavy construction equipment.
18. Feed and fuel, when located within a completely enclosed building or solid masonry wall.
19. Frozen food locker.
20. Furniture upholstery (retail custom work).
21. Gymnasiums.
22. House trailer sales and rentals.
23. Ice and food products dispensing machines.
24. Laboratories:
 - a. Testing.
25. Machinery sales, except heavy construction machinery.
26. Mattress shop.
27. Meeting halls.
28. Miniature golf course.

29. Monument and tombstones sales (retail only).
30. Motion picture theatre.
31. Pottery sales, when located within a completely enclosed building or solid masonry wall.
32. Print shop, lithographing publishing, blueprinting.
33. Reducing salons.
34. Restaurant.
35. Retail poultry and rabbit sales (with incidental slaughtering and dressing).
36. Secondhand store, when located within a completely enclosed building.
37. Sign painting.
38. Skating rinks.
39. Super drugstore.
40. Supermarkets.
41. Taxidermist.
42. Tinsmith.
43. Tire, battery, and accessory parts retail sales and service store.
44. Tire sales (retail only).
45. Tropical fish raising.
46. Veterinarian.

Uses Permitted Subject to Conditional Use Permit:

1. Auction house
- *2. Auditorium
3. Buildings over two stories or thirty-five feet in height.
4. Bus terminals.
- *5. Caretaker's residence.

- *6. Churches.
- *7. Hotels.
- *8. Lodges, clubs and fraternal organizations.
- *9. Mechanical car wash.
- *10. Microwave relay structure.
- *11. Mortuary or funeral parlor.
- *12. Motels.
- *13. Motion picture theater, adult, subject to the provisions of Section 12-306-N-30 of the Fresno Zoning Ordinance.
- 14. Motorcycle shops.
- 15. Natatorium
- *16. One single-family dwelling unit used in combination with permitted nonresidential uses.
- *17. Pitch and putt golf course.
- *18. Plumbing supplies (when located within a completely enclosed building or solid masonry walls).
- *19. Pool and billiard parlors.
- *20. Public parking lot and structures.
- *21. Self-service wholesaling which shall mean the sale of merchandise for use or resale to individuals or institutions on a single item or case basis as opposed to the multiple case lot common to wholesale distribution. Merchandise shall be selected and transported by the customer. Gross floor area shall be limited to ten thousand square feet.

*Fee Difference for this CUP.

C. Design Review and Approval Criteria (C-1 & C-6 Zone Districts)

Site and Building Design:

All development within the commercial areas of the project area shall be approved through site plan review by the Director of the Development Department. All development

will be encouraged to maintain a comprehensive association with the existing environment through the employment of earthtone colors and compatible architectural features.

Landscaping:

All commercial development shall be approved through site plan review and the provisions of Section 6.7C of this plan. Landscaping shall be applicable to commercial development. Landscaping shall be required of all properties in conjunction with Development Requirements along major streets, Section 6.12 of this plan.

Parking Lots:

All parking lots in the commercial areas shall be required to be landscaped to minimize the usual impact on adjacent properties. Specific landscaping requirements shall be determined through the site plan review process.

Treatment of Required Walls:

The provisions of Section 6.8a, Treatment of Required Block Walls, of this plan shall apply to all required exterior block walls.

D. Outdoor Advertising

All fascia signs shall be subject to C-1 Sign Standards (Section 12-217, 5-K-1.d) of the Fresno Zoning Ordinance. All freestanding signs on Divisadero, Fresno, and McKenzie Streets shall be restricted to monument signs with a height limitation of 8 feet and a total sign area of 100 square feet (combined total of double faced sign.) Commercial development involving one parcel of one or more acres shall be exempt from the monument sign height requirement.

Freestanding signs on Abby Street and Belmont Avenue shall be restricted to a 100 square foot sign face (double face sign/100 square feet each side), and a height of 20 feet.

6.10 Interface Areas Between Residential and Nonresidential Properties

A. Loading and Storage Areas

All loading and storage areas shall be screened from view of adjoining property zoned or planned for residential uses by a combination of landscape planting and a solid masonry wall six (6) feet or more in height, with a reduced height in front yard setbacks. Loading space(s) shall be located not less than one hundred fifty (150) feet from the boundary of the main/primary parcel/land use.

All storage shall be within an enclosed storage structure. All outdoor (open) storage is expressly prohibited.

B. Roof-mounted/Detached Mechanical Equipment

Roof-mounted and detached mechanical equipment for any use shall be screened from view and accoustically baffled to prevent the noise level rating for the equipment from exceeding 55 Ldn, measured at the nearest property line.

C. Landscaping

On properties zoned for commercial and office uses, a landscaped setback of ten (10) feet wide containing deciduous and evergreen trees and plant material shall be planted and maintained along the property line between commercial and office uses and abutting properties zoned or planned for residential uses, and along abutting local streets. The only exception permitted is for points of ingress/egress.

D. Nonresidential Lighting

Within an area one hundred (100) feet from a property line of an abutting property zoned or planned for residential use, exterior area lighting for parking areas, carports, garages, access drives, and loading areas for commercial uses and office uses shall be shielded to prevent line of sight visibility of the light sources from abutting property zoned or planned for residential use.

6.11 Limitation on Advertising Structures

A. Freestanding Signs

All freestanding signs on Divisadero, Fresno, and McKenzie Streets shall be restricted to monument signs. (The specific requirements for height and sign area are referenced in the land use designations of this plan within the appropriate zone district, Section 6.8B and 6.9D.)

Freestanding signs on Abby Street and Belmont Avenue shall be in accordance with the specific requirements of Section 6.9D.

B. Facia Signs

All exterior facia signs in the planning area shall be mounted on or parallel with any exterior wall of the subject structure and in proportion to the area upon which sign is to be mounted. All signing, if lighted, shall be by interior lights. No exposed light bulbs, neon tubing, or flashing lights are permitted.

C. Billboards

Billboards (free standing advertising structures) shall not be permitted in the Jefferson Redevelopment Area.

D. Modification of Sign Standards

In order to accommodate the development of signs with exceptional visual qualities that would not be in strict conformity with the sign standards of the Redevelopment Plan, but would otherwise be in harmony with the Plan, the Director may modify development standards relating to sign area, dimensions, or location in conjunction with a sign permit for a individual property in the plan area.

In regard to properties developed prior to the adoption of the Redevelopment Plan where the appliction of the Plan's sign standards would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the Plan, the Director may modify development standards relating to sign area, dimensions, location, or height. The development of a sign or modification of an existing sign can only be approved if the modification(s) represented, based upon a review of existing sign conditions in the immediate vicinity of a subject property, a reasonable transition towards the attainment of the Plan's objectives.

6.12 Special Development Requirements along Major Streets

A. Landscaped Boulevard Treatment

A special landscaped treatment shall be required along both sides of McKenzie Avenue, within the project area based upon specification of a design yet to be developed. This treatment shall include: street trees planted in 4 foot by 4 foot tree wells; an irrigation system for landscaping and tree wells; and a stamped concrete pattern for sidewalks in the area between tree wells, etc.

B. Additional Landscape Setback/Treatment

There shall be a landscaped front of not less than ten feet within all nonresidential properties except points of ingress/egress. All landscaping shall be complementary to adjacent sidewalk landscaping, paving materials, patterns and/or other requirements subject to the approval of the Director of the Development Department.

6.13 Historic Structures

All modifications to structures/places of architectural, historic, and/or cultural significance identified in the 1978 Local Historic Survey of the City of Fresno will be carried out in accordance with the prescribed requirements of the Historic Preservation Ordinance adopted in 1979.

The use of historic structures will be in accordance with the provisions of the specific zone district applicable to the structure. Any rehabilitation or construction activity on or adjacent to a historic structure on the local or National Register requires prior clearance at the appropriate level: Historic Preservation Commission City of Fresno; State Office of Historic Preservation; and/or the Keeper of the National Register of Historic Structure and Places.

7.0 GENERAL STANDARDS AND PROVISIONS

7.1 Duration of Covenants

All provisions regarding land uses, zoning, requirements, property development standards and restrictions shall be in force and effect for a period of thirty (30) years from the effective date of the ordinance adopting this plan and shall be incorporated in all deeds, contracts, and other instruments of land disposition, leases, and other contracts and instruments as appropriate, as covenants running with the land for said period of thirty (30) years. However, the covenant in respect to nondiscrimination restrictions on the basis of race, religion, color, creed, sex, marital status, national origin, or ancestry shall run in perpetuity.

7.2 Applicability of City Codes and Ordinances

The City Codes and Ordinances shall be uniformly and appropriately applied in all areas of the Jefferson Redevelopment Area, unless otherwise made more restrictive by property development standards, restrictions and requirements as specified within this Redevelopment Plan.

7.3 Nondiscrimination Provisions

The participating owner, original purchasee, lessee, or any successors in interest shall not effect or execute any agreement, lease, conveyance, or other instrument that restricts the sale, redevelopment or rehabilitation of property within the project area on the basis of race, religion, color, creed, sex, marital status, national origin, or ancestry.

All deeds, leases, or contracts for the sale, lease, sublease, transfer, use, occupancy, tenure or enjoyment of any land in the project, shall be submitted to the Agency for approval and shall contain expressed provisions in substantially the following form:

In deeds the following language shall appear--"The grantee herein covenants by and for himself, his heirs, executors, administrators, and assigns, and all persons claiming under or through them, that there shall be no discrimination against, or segregation of, any person or group of persons on account of race, color, creed, religion, sex, marital status, national origin or ancestry in the sale, lease,

sublease, transfer, use, occupancy, tenure, or enjoyment of the premises herein conveyed, nor shall the grantee himself or any person claiming under or through him, establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use or occupancy of tenants, lessees, subtenants, sublessees, or vendees in the premises herein conveyed. The foregoing covenants shall run with the land".

In leases the following language shall appear--"The lessee herein covenants by and for himself, his heirs, executors, administrators, and assigns, and all persons claiming under or through him, and this lease is made and accepted upon and subject to the following conditions:

That there shall be no discrimination against or segregation of any person or group of persons, on account of race, color, creed, religion, sex, marital status, national origin, or ancestry in the leasing, subleasing, transferring, use, occupancy, tenure, or enjoyment of the premises herein leased, nor shall the lessee himself, or any person claiming under or through him, establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use, or occupancy, of tenants, lessees, sublessees, subtenants, or vendees in the premises herein leased".

In contracts entered into by the Redevelopment Agency relating to the sale, transfer or leasing of land or any interest therein acquired by the Agency within the redevelopment project, the foregoing provisions in substantially the forms set forth shall be included and such contracts shall further provide that the foregoing provisions shall be binding upon and shall obligate the contracting party or parties and any subcontracting party or parties, or other transferees under the instrument.

The Agency shall review the nondiscrimination clauses of all deeds, leases, or contracts effecting the lease, transfer, use, occupancy, tenure or enjoyment of any land in the project area to determine their conformance with Section 33436 of the California Community Redevelopment Law and the nondiscrimination requirements of the Title 1, Housing Act of 1949, as amended.

7.4 Review of Plans

No construction shall be undertaken in the project area until the site, building, landscape, and signing details/plans of the developer have been approved, in writing, by the Agency. Approval shall be granted only if such plans will effectuate

the purposes of this Plan and meet the standards and requirements as set forth herein. If the Agency's approval is not granted, no permits for the undertaking of such construction shall be issued by the City of Fresno. The burden of proof of "effectation of the purposes of the Plan" rests with the developer.

Additionally, a review of plans for the redevelopment/development of any structures/places designated on either the Local List or National Register of Historic Structures and Places shall be required in accordance with the provisions of Article 4, Chapter 13 of the Municipal Code, as amended. This review shall occur before any permits for said redevelopment/development may be issued by the City of Fresno and shall involve the redeveloper/developer and representatives of the following bodies and agencies:

The Historic Preservation Commission of the City of Fresno
The Development Department, City of Fresno
The Fire Marshal, City of Fresno

7.5 Rehabilitation of Properties

A. Scope of Rehabilitation

The project to be undertaken and carried out pursuant to this Plan, although involving the clearance and redevelopment of properties within the project area, also involves the rehabilitation of structures and improvements to accomplish the objectives of this Plan.

B. Designation of Properties to be Rehabilitated (Subject to Owner Participation)

All properties, the use of which conform to this Plan, and the improvements thereon are determined to be rehabilitable by means that are economically feasible, are hereby designated as properties which "may not be acquired subject to owner participation." These properties may be rehabilitated by their respective owners, subject to the owners having entered into an Owner Participation Agreement with the Agency. A time schedule to complete the rehabilitation work (work covered by the owner participation agreement) shall be part of the agreement process.

7.6 Standards for Satisfactory Rehabilitation

Commercial, residential, and industrial properties which may be feasibly rehabilitated and which may be integrated into this Plan by reason of location, availability of adjacent land and street access, shall comply with the following:

- A. Any such property within the project shall be required to conform to all applicable provisions, requirements and regulations of this Plan.
- B. Each structure and the property on which it is located as part of the rehabilitation process shall be required to be brought into conformance with the minimum requirements of all applicable codes, ordinances, and regulations of the City of Fresno. Generally, this shall include but not be limited to the appropriate provisions for existing buildings within:
 - 1. City's Zoning Ordinance
 - 2. City's Building Regulations
 - 3. City's Dangerous Building Ordinance

Upon completion of rehabilitation, each structure must be safe and sound in all physical respects and be refurbished and altered to bring the property to an upgraded marketable condition which will continue during the life of any new or existing mortgage and extend the remaining economic life of the property to a minimum of thirty (30) years.

Any historically significant structures as designated by the City Council shall also comply with all provisions of this Section except that the exterior facade of such buildings shall be restored to a reasonable degree and preserved in accordance with their original architectural design.

8.0 IMPLEMENTATION OF REDEVELOPMENT PLAN

8.1 Public Activities and Responsibilities

Activities and responsibilities of the Redevelopment Agency and City of Fresno in the planning area of this Redevelopment Plan shall be as follows:

8.1.1 Initiation of Rezoning Procedures

The City Planning Commission or City Council shall initiate or either or both upon petition of area residents shall initiate rezoning procedures to bring existing "on-the-ground" zoning into conformity with the Zone Plan Map in order to permit the types of uses permissible under the land use provisions of this Plan. All existing official ("on-the-ground") zoning shall be brought into conformity with this Plan.

8.1.2 Land Acquisition, Demolition, and Clearance Activities

- A. Acquisition of properties as identified on the adopted Acquisition Plan is necessary for the implementation of this Plan. Acquisition of properties within the plan area, where possible, will be by cooperative negotiation between the owner of such property and the Agency.
- B. In cases where purchase cannot be negotiated, property shall be acquired by the Agency through the exercise of its right of eminent domain, which shall commence within twelve years from the effective date of the ordinance approving this Redevelopment Plan. The Agency will comply with all the provisions of the statutes and Constitution of the State of California and the Department of Housing and Urban Development of the United States of America, relative to the exercise of the right of eminent domain. Payment for such property shall be in accordance with the State Law, as amended, and with applicable provisions of Federal law.
- C. After land acquisition as described above, and relocation of families and businesses within the plan area as described in Section 8.1.5 of this Plan, the Agency shall clear or cause to have

cleared all acquired and vacated improvements not in conformity with this Plan, except those improvements on properties which are not to be acquired, subject to owner participation, which properties may subsequently be acquired and cleared of all improvements if such action is determined by the Agency to be necessary in the interests of the project. The Agency may clear individual properties as acquired and vacated.

- D. Whenever dwelling units housing persons and families of low or moderate income are destroyed or removed from the low and moderate income housing market as part of this Redevelopment Plan, the Agency shall, within four years of such destruction or removal, ensure the rehabilitation, development, or construction for rental or sale to persons and families of low or moderate income on equal number of replacement dwelling units at affordable housing costs within the jurisdiction of the Agency in accordance with the provisions of Section 33334.5 of the Community Redevelopment Law.

8.1.3. Real Property Management

All properties acquired in the project area will be managed by or under the direction of the Agency until the land is sold or converted to public use within a reasonable period necessary to effect such resale in accordance with the terms of Section 33402 of the Community Redevelopment Law.

8.1.4 Land Disposition

All of the land within the project area to be acquired by the Agency, other than that to be devoted to public use and conveyed to the City, shall be offered to developers for sale or lease in accordance with the terms of Sections 33335, 33430, and 33431 of the Community Redevelopment Law.

Such sale of property will be in accordance with the Agency's Marketing Policies as set forth in Resolution No. 1125.

8.1.5 Displacement and Relocation of Families, Individuals, and Businesses

In order to ensure that uniform, fair, and equitable treatment is afforded persons, families, and businesses displaced as a result of acquisition of properties in the project area, the Agency will provide relocation assistance and payments required by Chapter 16 of Division 7 of Title 1 of the Government Code, and the Uniform Relocation Assistance and Real Property Acquisition Policies Act (Public Law 91-646) as well as applicable federal regulations and Sections 33410 to 33418 of the Community Redevelopment Law.

The assistance and payments required by law are described in the Relocation Methods statement for Jefferson Redevelopment Area (Appendix, Exhibit 11.4).

8.2 Responsibilities of Redevelopers

The following is a description of obligations of redevelopers who acquire property in the planning area:

8.2.1 Prevention of Land Speculation

No redeveloper shall, without prior written consent of the Agency resell, lease, sublease, or otherwise dispose of land in the project area until the construction on the land has been completed and all obligations imposed on such redeveloper by this Plan have been discharged. It is in the public interest to rapidly develop the land in the project area in conformity with this Plan in the shortest possible time, and to prohibit unreasonable holding of land.

8.2.2 Establishment of Time Limits for Redevelopment

Purchasers/Leasees of land within the project area shall be required to commence construction in accordance with the Agreement for Sale of Land between the Agency and the redeveloper.

All Owner Participation Agreements shall contain provisions governing initiation and completion of construction of such site improvements as are required in each case.

8.2.3 Enactment of Owner Participation Agreements

It is proposed that certain properties/structures in the project area which require alteration, improvement, modernization, or rehabilitation be retained provided

that the owners enter into an agreement called an Owner Participation Agreement with the Redevelopment Agency, consistent with the Owner Participation Rules and Regulations promulgated by the Agency.

8.2.4 Alternative Provisions for Redevelopment of Property

The Agency will not acquire real property which is retained by an owner under an Owner Participation Agreement unless said owner fails, refuses, or neglects to perform his obligation under said Agreement. If subsequently the Plan for the Jefferson area is updated via the amendment process changing the land uses of an Owner Participant's property and the Agency in the best interests of the community/City of Fresno finds it necessary to acquire said property (regardless of any prior Owner Participant Agreement) the Agency may acquire such property.

In the event of failure of an owner to participate pursuant to, and full compliance with, the terms of an Owner Participation Agreement, the Agency may, at its option, seek specific performance of said provisions of said Agreement and thereafter sell said property for redevelopment in accordance with the Plan. Said performance of provision may include a court action for a writ of mandate or in the event of no agreement may sue for a writ of mandate to force an owner to enter into an agreement with the Agency or failing all else the agency may acquire the use/structure/property/interest for development in accord with this plan.

8.2.5 Land Use Proposals for Properties to be Rehabilitated

All properties, the use of which conform to this Plan, have been designated as properties which may not be acquired subject to owner participation. Where the structures on the properties are economically feasible to rehabilitate and the proposed reuse conforms to the Redevelopment Plan, it is anticipated that these properties shall be rehabilitated as necessary to be in conformance with the Property Rehabilitation Standards and be in conformance with the controls of this Plan and Owner Participation Agreement.

8.3 Financing

8.3.1 General Description of Financing Methods

The Agency is authorized to utilize all existing or future funding sources or methods deemed appropriate for financing the implementation of this Community Redevelopment Plan.

The Agency may accept financial or other assistance from any public or private source and expend any funds so received for any of the purposes of this Plan.

The Agency may utilize Tax Increment Financing, that is that portion of property taxes in excess of the frozen tax base, to finance or refinance, in whole or in part, this Plan.

Where appropriate to the purposes of the Plan, the Agency may accept the construction of site improvements, public facilities, and other supportive facilities by public agencies or private parties as either in-lieu financial contributions or as gifts.

8.3.2 Community Development Block Grant

For funding purposes, the Agency may include the financing of the project in the Community Development Block Grant Program of the Department of Housing and Urban Development of the United States of America (hereinafter called the "Government") in a form satisfactory to the Government, under the provisions of Title 1 of the Housing Act of 1949, as amended, which financing is proposed as a combination of grant and loan funds.

The grant financing proposes to include funds received by the City of Fresno under and pursuant to the Community Development Act of 1974, as amended. In addition to or in lieu of direct cash financing, the City of Fresno may undertake to provide certain site improvements or supporting facilities in accordance with the provisions of this Plan. Any such contributions in connection with the project shall be included in the gross project cost to the extent that they are determined to be eligible for such inclusion and shall further be held to be a portion of the local share of the net project cost.

8.3.3 Loans and Advances

Within 30 years from the effective date of the ordinance approving the Jefferson Community Redevelopment Plan, the Agency may, from time to time, borrow money, and it may expend such money for any or all of the following purposes:

1. Repayment of monies advanced by the Government for planning the project.
2. Acquisition of project land and existing improvements.
3. Preparation of Agency acquired land for disposition.
4. Expenses in connection with disposition of the project land.
5. Expenses of administering the project, including interest charges.

8.3.4 Grants

The City of Fresno and/or other local public bodies may grant sums of money to the Agency or may undertake to provide certain site improvements or supporting facilities in accordance with the provisions of this Plan. Any such contributions in connection with the project shall be included in the gross project costs to the extent that they are determined to be eligible for such inclusion and shall be held to be a portion of the local share of the net project cost.

8.3.5 Tax Increment

All taxes levied upon taxable property within the project, each year by or for the benefit of the State of California, County of Fresno, City of Fresno, any district, or other public corporation (hereinafter sometimes called "taxing agencies") after the effective date of the ordinance approving the Jefferson Community Redevelopment Plan, shall be divided as follows:

A. Frozen Tax Base

That portion of the taxes which would be produced by the rate upon which the tax is levied each year by or for each of said taxing agencies upon the total sum of the assessed value of the taxable property in the redevelopment project as shown upon the

assessment roll used in connection with the taxation of such property by such taxing agency, last equalized prior to the effective date of such ordinance, shall be paid into the funds of the respective taxing agencies as taxes by or for said taxing agencies on all other property are paid (for the purposes of allocating taxes levied by or for any taxing agency or agencies which did not include the territory of the project on the effective date of such ordinance but to which such territory is annexed or otherwise included after such effective date, the assessment roll of the County of Fresno last equalized on the effective date of said ordinance shall be used in determining the assessed valuation of the taxable property in the project on said effective date); and

B. Tax Increment

That portion of said levied taxes each year in excess of such amount but not to exceed a Total Allocation Limitation of \$20,000,000, shall be allocated to and when collected shall be paid into such a special fund of the Agency to pay the principal of and interest on bonds, loans, monies advanced to or indebtedness (whether funded, refunded, assumed, or otherwise) incurred by the Agency to finance or refinance, in whole or in part, this Community Redevelopment Plan. Unless and until the total assessed value of the taxable property in the project exceeds the total assessed value of the taxable property in the project as shown by the last equalized assessment roll referred to in 8.3.5.A. above, all of the taxes levied and collected upon the taxable property in the project shall be paid into the funds of the respective taxing agencies.

No loans, advances, or indebtedness to be repaid from such allocation of taxes shall be established or incurred by the Agency beyond a time limitation of 30 years from the effective date of the ordinance approving the Jefferson Community Redevelopment Plan.

When said bonds, loans, advances, and indebtedness, if any, and interest thereon, have been paid, or when the \$20,000,000 Total Allocation Limitation is reached, all monies thereafter received from taxes upon the taxable property in the project shall be paid into the funds of the respective taxing agencies as taxes on all other property are paid.

C. Low and Moderate Income Housing Share of Tax Increment

Not less than twenty percent of all of the taxes allocated to the Agency referred to in Section 8.3.5.B. shall be used by the Agency for the purpose of increasing and improving the community's supply of low and moderate income housing, either inside or outside the Jefferson Redevelopment Area in accordance with the terms of Section 33334.2 of the Community Redevelopment Law.

D. Alleviation of Financial Burden

In any year during which the Agency owns property in the project area, the Agency may pay directly to a taxing agency an amount of money in lieu of taxes. A proportionate share of any amount of money paid by the Agency shall also be dispersed to any school district with territory located within the plan area in accordance with the terms of Section 33401 of the Community Redevelopment Law.

The Agency may also pay to any of the taxing agencies, any amount of money which in the Agency's determination is appropriate to alleviate any financial burden or detriment caused to any taxing agency by a redevelopment plan in accordance with the terms of Section 33401 of the Community Redevelopment Law.

9.0 MODIFICATION OF PLAN

9.1 Amendment of Plan

After adoption of the Jefferson Community Redevelopment Plan by the City Council of the City of Fresno, the provisions of the Plan may be amended by the Council only by formal written amendment duly approved and recommended by the Agency and within the provisions of Chapter 4, Article 12 of the Community Redevelopment Law of the State of California.

9.2 Variances

Under exceptional circumstances, the Director of the Development Department of the City of Fresno, acting on behalf of the Redevelopment Agency is authorized to permit a variation from the limits, restrictions, and controls of this Plan. In order to permit such a variation, the Director must first determine that:

1. The application of certain provisions of the Plan would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the Plan.
2. There are exceptional circumstances or conditions applicable to the property or to the intended development of the property which do not generally apply to other properties having the same standards, restrictions, and controls.
3. Permitting a variation will not be materially detrimental to the public welfare or injurious to property or improvements in the area.
4. Permitting a variation will not be contrary to the objectives of the Plan.
5. For a period of fifteen (15) days after a decision by the Director, either granting or denying a variation, such granting or denial may be appealed to the Agency in writing by an affected property owner, setting forth the reason for such appeal.

No such variation shall be granted which changes a basic land use or which permits other than a minor departure from the provisions of this Plan. In permitting any such variance, the Director shall impose such conditions as are necessary to protect the public health, safety, or welfare and to assure compliance with the general purpose of this Plan.

10.0 IMPACT OF PROPOSED PLAN

During the past few years there has been a gradual but significant interest in Central Area revitalization. Numerous projects within as well as outside of existing redevelopment areas have been proposed or constructed within the Central Area. The net results have been a considerable trend toward development of this area, specifically, its focal point of downtown as a viable and actual regional, financial, commercial, residential, and governmental center of the metropolitan area.

Revitalization of the Jefferson Redevelopment Area cannot occur without a creative partnership of private and public sectors as enabled by the Community Redevelopment Law and its provision for a full range of effective tools necessary to stabilize and revitalize this area.

10.1 Attainment of the Purposes of the California Community Redevelopment Law

The proposed redevelopment of the project area is expected to attain the purposes of the Community Redevelopment Law of the State of California by:

- Effecting the elimination and prevention of the spread of physical blight and deterioration through redevelopment, rehabilitation, and conservation.
- Providing adequate sized parcels and required public improvements so as to encourage new construction by private enterprise, thereby providing the City of Fresno with a stronger economic base.
- Mitigating development limitations which have resulted in the lack of proper utilization of the project area to such an extent that it causes a serious physical, social, and economic burden on the community which cannot reasonably be expected to be reversed or alleviated by private enterprise acting alone.
- Providing construction and long-term employment opportunities in the development of the proposed facilities, open spaces, and other improvements as necessary to maintain the project area as a master-planned development.

- Providing for relocation assistance and benefits to project area businesses and residences which may be displaced as a result of acquisition by the Agency, in accordance with the provisions of the Community Redevelopment Law and the Agency-adopted Relocation Plan.
- Providing additional affordable housing.

10.2 Impact Upon Project Area Residents

The City's objective in pursuing the Jefferson Redevelopment Project is to make available the full range of tools afforded by Community Redevelopment Law including the ability to acquire and sell property; provide for rehabilitation of existing structures; relocate businesses and residents where necessary and provide relocation benefits to relocatees; provide needed public improvements; and utilize a full range of financing techniques including the use of tax increment financing. It is expected that the use of these tools will allow the Agency to provide additional affordable housing and to mitigate the severe limitations on both residential and commercial developments that are now and will continue to be constraints to the proper utilization of the project area.

While the Agency's objective is to stimulate new development in the area, it must use caution in order to avoid disturbing the surrounding areas. During program implementation there will, of course, be some short-term inconveniences. However, there will be a positive long-term impact to the surrounding area adjacent to the target and project areas as well as the entire City of Fresno.

New additional residential, commercial, professional, and recreational developments will add to the total community environment. These projects will be well planned and well controlled through the Agency's efforts. Additionally, redevelopment efforts may include conservation of structures through rehabilitation or moving structures such that truly valuable structures may remain in the community. The increase of property values in the project area and surrounding areas resulting from the activities of redevelopment will provide a broader tax base for the support of public functions for the City of Fresno.

While the overall impact of the planned redevelopment activities is expected to be positive, residents of the project area will find themselves living in an area undergoing radical changes. Some homes may be demolished, while others may be moved to make way for new development. In addition, streets may be closed or blocked, thereby altering circulation patterns within the neighborhood.

While these activities are occurring, families and businesses may be relocated to available housing in nearby areas or perhaps to other neighborhoods in the area. Balanced against these aspects are the development of more higher quality homes, a lower crime ratio, and better neighborhood amenities. While generally considered to be a negative consequence of redevelopment, the long-term impact of relocation can be positive in that it will afford the existing businesses and residential uses in the project area a unique opportunity to move to more desirable locations of their choice with little or no capital outlay necessary from personal cash resources. The impact from project implementation on surrounding neighborhoods is also expected to be positive over the long term. Development of modern well-planned commercial and residential developments will provide an economic and aesthetic impetus to the surrounding areas. Furthermore, in achieving such development, existing blighting influence which affect the surrounding areas of the City in general will be eradicated from within the project area.

10.3 Establishing the Partnership

As noted throughout this report, the proposed Jefferson Redevelopment Area is suffering from the absence of private investment over a prolonged period of time. This absence of investment has created a physical and socio-economic malaise which cannot now be reversed by either public sector or private sector action alone even though both the public and private sectors have some of the capabilities needed to revitalize the area.

The private sector has both the financial resources and the skills required to establish a new high density residential neighborhood and new attractive commercial developments along arterial streets. What the private sector does not have is a sufficient incentive to carry out these types of developments in an area where development costs exceed those required for developing vacant, suburban land. In simple terms, land development in the suburbs is less expensive and has a lower risk than the revitalization of previously developed urban areas.

In order to attract private developers and private investment in the proposed project area, the City must provide various incentives for the development. These incentives can include the construction of new public facilities and improvements which indicate the City's commitment to and confidence in the area; the utilization of the City's right to acquire and assemble parcels of land while relocating existing businesses and residents; and the ability to transfer the assembled land for private development.

Utilization of the redevelopment process as established in the California Health and Safety Code provides the mechanism for a partnership between the public and private sector which can be focused on the revitalization of the proposed Jefferson Redevelopment Area. Once initiated, this partnership will have all the tools necessary to encourage and finance the massive improvements to the area.

The result of the partnership made possible by the redevelopment process may be a new high density residential development close to jobs and the City's center and one which benefits from new and existing transportation routes and public facilities. It also will stabilize an older residential area which will be conserved and rehabilitated. In addition, new businesses may appear on arterial streets to serve both the "through" traffic and the nearby pool of families.

For its efforts, the City will be upgrading a severely blighted area and improving the image of the City as a good place to live or do business while also increasing its sales and property tax revenues. At the same time, the City will be allowing the private sector, motivated by improvements in the area, to rehabilitate and conserve housing as well as to carry out the development and the financing of new residences and commercial establishments.

10.4 Conclusion

In conclusion, the Jefferson Redevelopment Area, through the guidance of a redevelopment plan pursuant to Community Redevelopment Law has the potential to become a productive force in the design and stabilization of the Central Area. Proper planning combined with the specific development of the "Target Area" can provide the necessary catalyst to generate a positive image for long-term economic growth and continuous investments in the Jefferson Redevelopment Area. Termination of the area's blighted conditions and transitional nature while protecting present investments and stimulating further development progress in the project area, are the major objectives of the Agency in this Jefferson Community Redevelopment Plan.

APPENDIX

11.1 Legal Discription of Project Area

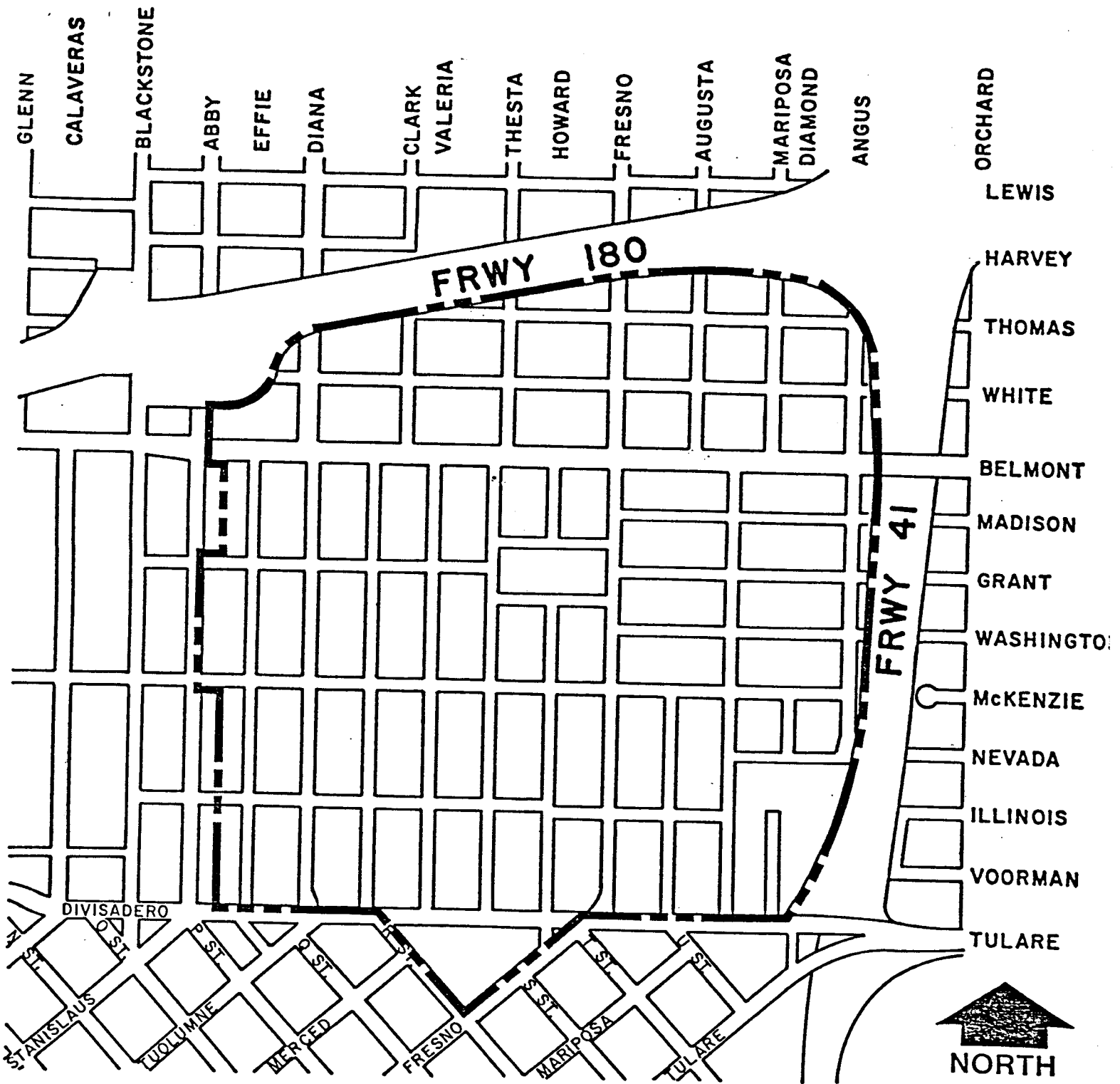
LEGAL DESCRIPTION

JEFFERSON PROJECT CITY OF FRESNO

That real property in the City of Fresno, County of Fresno, State of California, described as:

Beginning at the intersection of the Westerly Right-of-way of the Freeway 41 and the Easterly prolongation of the centerline of East Thomas Avenue, as said Avenue is shown on Belmont Addition, according to the map thereof recorded in Book 1, Page 44 of Plats, Fresno County Records;; thence southerly along said Westerly Right-of-Way to the intersection with the Northerly Right-of-Way line of East Divisadero Street as said street is shown on Eastern Addition, according to the map thereof recorded in Book 1, Page 13 of Plats, Fresno County Records; thence Westerly along said Northerly Right-of-Way line to the intersection with the Northeasterly prolongation of the Northwestern Right-of-Way line of Fresno Street, as said streets are shown on Irvington Second Addition, according to the map thereof recorded in Book 1, Page 75 of Plats, Fresno County Records, and as shown on Irvington Addition according to the map thereof recorded in Book 1, Page 70 of Plats, Fresno County Records; thence Southwesterly along last said prolongation line and the Northwestern Right-of-Way line of Fresno Street to the intersection with the Northeasterly Right-of-Way line of "R" Street as shown on Hughes and White Supplemental Map of the Town of Fresno recorded on June 22, 1882, Book 1, Page 4 of Plats, Fresno County Records; thence Northwesterly along last said Northeasterly Right-of-Way line and the Northwestern prolongation thereof, to the intersection with the North line of East Divisadero Street as shown on Hadsell's Addition, according to the map thereof recorded in Book 1, Page 14 of Plats, Fresno County Records; thence Westerly along said North line to the West line of an alley, 20 feet wide, said West line being distant Westerly 145.00 feet from the West line of North Effie Street, 60 feet wide as shown on Shanklin's Addition, recorded in Book 1, Page 19 of Plats, Villa Homestead Tract, recorded in Book 1, Page 11 of Plats, and Villa Addition recorded in Book 1, Page 6 of Plats, all in Fresno County Records; thence North 00° 01' 05" East, 1,215.00 feet, along last said West line to the South line of East McKenzie Avenue, 60 feet wide as shown on said Villa Addition; thence North 89° 50' West, 115 feet, more or less, along last said South line to the East line of North Abby Street, 60 feet wide as shown on Altamont Addition, according to the map thereof recorded in Book 1, Page 77 of Plats, Fresno County Records; thence North 00° 01' 05", East 706.04 feet, along last said East line, to the North line of East Grant Avenue, 60 feet wide as shown on said Altamont

Addition; thence South 89° 50' East, 110.00 feet along last said North line to the West line of an alley, 20 feet wide, said West line being distant Westerly 145.00 feet, from the West line of North Effie Street as shown on said Altmont Addition; thence North 00° 01' 05" East, 551.86 feet along the West line of last said alley to the South line of East Belmont Avenue, 100 feet wide as shown on said Altamont Addition; thence North 89° 50' West, 75 feet, more or less, along last said South line to the Southerly prolongation of the East line of North Abby Street, 60 feet wide as shown on said Altamont Addition; thence North 00° 01' 05" East, 266.00 feet, along said East line to the Westerly prolongation of the North line of an alley 16 feet wide, said North line being distant northerly 166.00 feet from the North line of East Belmont Avenue; as shown on Belmont Addition, according to the map thereof recorded in Book 1, Page 39 of Plats, Fresno County Records, said point also being on the Southerly Right-of-Way line of Freeway 180; thence Easterly along said Freeway 180 Right-of-Way to the intersection with the Westerly Right-of-Way of the Freeway 41; thence Southerly along said Freeway 41 Right-of-Way to the point of beginning.



LEGEND

--- PROJECT AREA BOUNDARY